Martin C. Farrell

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**Sr. Salesforce Account Engagement (Pardot) Admin | Salesforce Admin**

Versatile Salesforce Account Engagement (Pardot) Specialist with Salesforce Admin expertise and a track record of building marketing automation platforms from the ground up.

Skilled in implementing and optimizing Account Engagement with a year of hands-on Salesforce Admin experience across marketing CRM functions. A dynamic professional with a diverse background as a Senior Project Manager, Graphic Designer, Book Publishing Expert, and Training Facilitator, bringing a unique blend of technical acumen and creative strategy to every role.

**Objective:**To contribute my skills in Salesforce Account Engagement and CRM operations to build high-performing marketing programs that deliver qualified leads, enhance customer journeys, and support revenue growth.

**Skills:** Marketing Automation • Pardot (Account Engagement) • Salesforce Admin • Email & Landing Page Design • HTML/CSS • Lead Gen • Salesforce Campaigns • Engagement History • B2BMA Analytics Dashboards • Creative Writing • Training • JavaScript • VS Code

# **PROFESSIONAL EXPERIENCE**

 **CCC Intelligent Solutions • Remote • 2020-2025**

*(Software Development)*

**Sr. Salesforce Marketing Cloud Account Engagement and Salesforce Admin**

* Served as both Pardot Admin and Salesforce Admin, providing end-to-end support for CRM and marketing automation infrastructure
* Led Web-to-Lead campaign implementation, Pardot form setup, and dynamic list configuration
* Designed responsive HTML/CSS email and landing page templates aligned with brand guidelines
* Built and managed Engagement Studio programs for automated lead nurturing
* Integrated UTM tracking via JavaScript and customized Pardot scoring/grading models
* Implemented B2B Marketing Analytics Dashboards for campaign ROI analysis
* Developed Salesforce Flows to automate Opportunity creation based on Campaign Member engagement
* Managed domain setup, custom redirects, campaign influence reporting, and email branding
* Managed Salesforce user permissions, field mapping, validation rules, and custom formulas
* Supported campaign execution and CRM administration using Flow Builder, VS Code, and Jira

**FERRILLI • Remote • 2019-2020**

*(Information Technology and Services)*

**Senior Consultant**

* Led end-to-end management of multi-channel marketing campaigns
* Designed and executed seven overlapping email campaign programs, each consisting of 20+ messages, to support higher education client initiatives
* Implemented lead scoring and grading models to improve lead quality, engagement tracking, and marketing-to-sales alignment
* Conducted in-depth Salesforce and Pardot optimization in collaboration with internal stakeholders, improving data flow, campaign performance, and reporting accuracy
* Utilized the SharpSpring marketing automation platform to support segmented outreach and campaign delivery
* Rebuilt lead generation website and integrated it with the marketing automation platform to streamline inbound data capture and routing

**SLACK AND COMPANY • Chicago, IL • 2018 - 2019**

*(The Shortest Distance from B2B)*

**Demand Generation Intern**

* Supported demand generation and digital campaign execution using Pardot, HubSpot, and Eloqua
* Created and optimized paid search campaigns across Google Ads (certified in Search, Mobile, and Display)
* Conducted SEO and SEM audits to support web performance improvements and content strategy
* Collaborated with the strategy team to refine marketing automation workflows and improve conversion metrics across multiple client accounts

**BLUE SOHO/QUAD GRAPHICS • Chicago, IL • 2013 - 2018**

*(Advertising silo of print and publishing corporation)*

###### Project Manager • Graphic Designer

* Graphic Design for retail print and web (Adobe Photoshop, InDesign, Illustrator)
* Project Manager leading cross functional teams for large scale media licensing
* SOP documentation improving the workflow for the international team
* Archiving

**MCGRAW-HILL COMPANIES • Chicago, IL • 2003 - 2013***(Fortune 500 educational publisher)*

**Senior Production Coordinator • Production Assets Supervisor**

* Supervised 5 employees (production, helpdesk)
* Headed production for projects with budgets up to $500,000 and timelines up to twelve months
* Created and lead training modules for marketing, design, editorial and production

## EDUCATION/CERTIFICATIONS

B.A. Creative Writing • University of Illinois at Chicago • Class of 1997

Salesforce Marketing Cloud Account Engagement Specialist Certification

Google Ads Certification

SharpSpring Certification

Digital Bootcamp Certification: Adobe Photoshop, Illustrator, InDesign

Student Black Belt • Tae Kwon Do • Combat Hapkido

##### PROFESSIONAL MEMBERSHIPS

Award winning member of Toastmasters International