

# Martin C. Farrell

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## Lifecycle Marketer | Salesforce Marketing Champion '25

Certified Salesforce Administrator with 7+ years of experience in lifecycle marketing using Marketing Cloud. Skilled at designing automation, improving lead lifecycle processes, and optimizing automated email and customer journeys. Proven record of increasing sales productivity, improving campaign ROI, and ensuring data integrity. Reliable Project Manager who works well under pressure, with tight deadlines.

### **CORE COMPETENCIES**

#### **Salesforce Administration**

Flow Builder, Lightning App Builder, Validation Rules, In-App Guidance, Field Dependencies, Integrations, Data Loader, Security & User Access, Multi-Touch Attribution, Permission Sets, Profiles, Sandboxes, Change Sets, Reports & Dashboards, Custom Report Types, Approval Processes, Campaign Influence, Business Units

#### **Marketing Cloud**

Journey Builder, Engagement Studio, Automation Rules, Email Studio, Scoring & Grading, Segmentation (Dynamic Lists/Data Extensions), Forms, Cloud Pages, Personalization, Reporting & Attribution

#### **Web & Analytics**

HTML/CSS, JavaScript, UTM Tracking, B2B Marketing Analytics Dashboards, Landing Pages, Email Templates, A/B Testing, SEO/SEM Optimization, AMPScript, SQL

#### **Business & Operational Skills**

Business Analysis, Change Management, Data Integrity & Governance, Reporting & Analytics, Project & Task Management, Cross-Functional Collaboration, Training & User Adoption

#### **Tools & Platforms**

Marketing Cloud (ExactTarget/Pardot), Movable Ink, Stensul, Monday.com, HubSpot, Jira, Asana, Zapier, Oktopost, VS Code, GitHub, API, WordPress, Adobe Creative Suite, Community (SMS), Data Cloud

### **CERTIFICATIONS:**

- Salesforce Certified Administrator (Current)
- HubSpot Digital Marketing Certification (Current)
- HubSpot Email Marketing Certification (Current)
- Salesforce Certified Marketing Cloud Account Engagement Specialist (2021)
- Agentblazer Champion (Salesforce AI)

### **PROFESSIONAL EXPERIENCE**

#### **American Cancer Society • Remote • 2025 – Present**

*(Non-Profit)*

#### **Sr. Specialist, Email and SMS Marketing (Marketing Cloud Engagement | ExactTarget)**

- Exceeded performance targets, peaking at 206% month-over-month through audience segmentation, A/B testing, and journey optimization
- Implemented segmentation strategies focused on mid-level donors, increasing revenue
- Supported sustainer donor growth through lifecycle stewardship and retention-focused campaigns
- Collaborated with Direct Mail and SMS on leader and chaser campaigns to improve timing and revenue impact
- Developed dynamic email campaigns using AMPScript, SQL, HTML, and Movable Ink personalization, while maintaining 99%+ deliverability rates
- Created Year-over-Year reporting and performance analysis using Salesforce data and Scout AI Reports to guide optimization efforts

## **CCC Intelligent Solutions • Remote • 2020 – 2025**

*(SaaS Company)*

### **Sr. Salesforce Marketing Cloud Admin (Marketing Cloud Account Engagement | Pardot)**

- Managed Salesforce-Pardot integration for 120K+ prospect records, ensuring seamless data flow and accurate campaign reporting
- Boosted Lead Development Rep productivity 50% by building Engagement Studio list automation directly from Lead records
- Used Flow Builder to automate the creation of opportunities on Campaign Members, setting the order type, assigning and emailing the opportunity owner, increasing sales productivity by 50%
- Created sales event tasks on Accounts to record customer engagement, accelerating pipeline growth and improving data quality
- Implemented B2B Marketing Analytics dashboards, reducing analysis time and enabling data-driven decision-making
- Streamlined user onboarding by optimizing permissions, reducing approval turnaround by 10%
- Led scoring/grading strategy to improve MQL-to-SQL conversion rates

## **FERRILLI • Remote • 2019 – 2020**

*(Information Technology and Services)*

### **Sr. Marketing Consultant**

- Resolved 56K+ sync errors between Salesforce and Pardot, restoring full data integrity
- Built email templates and conducted multi-wave email campaigns (20+ emails per wave), coordinating timelines with internal teams and clients
- Improved website UX and SEO, lowering bounce rates and boosting engagement
- Fixed DNS/HTTPS issues, restoring deliverability and removing SPAM blacklisting
- Delivered Pardot training and SOP documentation, improving team adoption and confidence
- Managed HubSpot email marketing and lead nurturing workflows

## **SLACK AND COMPANY • Chicago, IL • 2018 – 2019**

*(Brand Agency)*

### **Demand Generation Intern**

- Supported Pardot, HubSpot, and Eloqua automation workflows for multi-vertical clients
- Conducted SEO/SEM audits and executed paid search campaigns, increasing CTR
- Managed advertising campaigns using LinkedIn Campaign Manager while coordinating with creative and analytics teams

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

*(Advertising silo of print and publishing corporation)*

### **Project Manager • Graphic Designer**

- Managed creative production for high-volume retail campaigns, ensuring accuracy and on-time delivery
- Delivered multi-format creative assets using Photoshop, InDesign, and Illustrator for print/web channels

## **MCGRAW-HILL COMPANIES • Chicago, IL • 2003 – 2013**

*(Fortune 500 educational publisher)*

### **Senior Production Coordinator • Production Assets Supervisor**

- Directed \$500K+ production budgets and supervised a 5-person team
- Led training initiatives to improve process efficiency and system adoption

## **EDUCATION**

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