

Martin C. Farrell

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Marketing Technology Manager | CRM & Salesforce Strategy | Nonprofit Marketing

Marketing technology and CRM strategist with 8+ years driving donor engagement, campaign performance, and marketing automation strategy for nonprofit and enterprise organizations. Owns Salesforce and Marketing Cloud infrastructure end-to-end, from donor segmentation and lifecycle strategy through platform administration and reporting. Brings emerging expertise in Agentforce and Data 360 to where nonprofit marketing technology is headed next. A strategic partner focused on donor engagement, campaign performance, and ROI.

CERTIFICATIONS

- Salesforce Certified Administrator (Current)
- Salesforce Certified Marketing Cloud Account Engagement Specialist (2021)
- Agentblazer Innovator (Salesforce AI)

PUBLICATIONS & TECHNICAL WRITING

- Guest Blogger, Salesforce Trail: [How to Build a Volunteer Coordination Agent in Agentforce](https://salesforcetrail.com/how-to-build-a-volunteer-coordination-agent-in-agentforce) (salesforcetrail.com/how-to-build-a-volunteer-coordination-agent-in-agentforce)
- Author of [ongoing blog](https://martinfarrellcreative.com/blog) on Agentforce and nonprofit marketing strategy (martinfarrellcreative.com/blog)

PROFESSIONAL EXPERIENCE

Belmar / Agile Cloud Consulting 2026 - Present

Salesforce Nonprofit Consulting Groups

Salesforce Consultant | Business Analyst

- Owned marketing implementation strategy for a nonprofit's Marketing Cloud Advanced and Data 360 rollout, translating cross-functional business requirements into a scalable platform roadmap
- Built AI-powered Nonprofit Cloud automations on the ProgramEnrollment data model, including compliance audit loops, attestation-gated workflows, and automated financial disbursement processes
- Resolved a critical email deliverability issue, tracing root cause to a flawed donor automation and legacy data migration, then leading the remediation
- Led discovery, journey design, and campaign architecture for nonprofit marketing programs, translating stakeholder needs into requirements and training internal teams to run the resulting systems
- Managed concurrent delivery across up to six nonprofit initiatives, spanning business analysis and solution design work, delivering on-time, on-scope outcomes despite competing timelines

American Cancer Society 2025 - 2026

Nonprofit

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

- Drove performance up to 206% of target through audience segmentation, A/B testing, and journey optimization
- Led mid-level donor segmentation and sustainer lifecycle strategy to grow revenue and retention
- Aligned email, Direct Mail, and SMS timing on leader/chaser campaigns to maximize combined-channel revenue
- Guided strategy through year-over-year performance analysis using Salesforce and Scout AI reporting

CCC Intelligent Solutions 2020 - 2025

SaaS Company

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

- Automated the creation of opportunities on Campaign Members, setting the order type, assigning and emailing the opportunity owner, increasing Sales productivity by 50%
- Moved engagement tracking off an aging spreadsheet system and into automated sales event Tasks on Accounts, helping field reps convert prospects faster
- Owned B2B Marketing Analytics dashboards in Tableau and scoring/grading strategy, improving MQL-to-SQL conversion and decision-making speed
- Boosted LDR productivity 50% by automating one-click personalized email sends via Engagement Studio lists directly from the Lead record

Ferrilli 2019 - 2020

Information Technology and Services

Sr. Marketing Consultant

- Resolved 56K+ Salesforce-Pardot sync errors, restoring full data integrity
- Diagnosed and fixed DNS/HTTPS and blacklisting issues, restoring email deliverability
- Ran multi-wave email campaigns and improved website UX/SEO to lower bounce rates and boost engagement
- Delivered Pardot training and SOP documentation, improving team adoption; also managed HubSpot lead nurturing workflows

Slack and Company 2018 - 2019

Brand Agency

Demand Generation Intern

- Supported Pardot, HubSpot, and Eloqua automation workflows for multi-vertical clients
- Planned and executed paid search and LinkedIn advertising campaigns (Google Ads: Search, Display, Apps)

CORE COMPETENCIES

Marketing Cloud & Automation

Journey Builder, Engagement Studio, Email Studio, Automation Rules, Scoring & Grading, Segmentation (Dynamic Lists/Data Extensions), Personalization, A/B Testing, Reporting & Attribution

Marketing Strategy & Operations

Donor Segmentation & Lifecycle Strategy, Campaign Performance Analysis, B2B Marketing Analytics Dashboards, Change Management, Cross-Functional Collaboration, Training & User Adoption, Project & Task Management

Salesforce Administration

Flow Builder, Permission Sets & Profiles, Security & User Access, Data Integrity & Governance, Reports & Dashboards, Custom Report Types, Campaign Influence

Tools & Platforms

Marketing Cloud (ExactTarget/Pardot), Data 360, HubSpot, Monday.com, Power BI, Tableau, Google Ads (Search, Display), Jira, Asana

EDUCATION

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