Martin C. Farrell

[www.martinfarrellcreative.com](http://www.martinfarrellcreative.com) • farrellm24@gmail.com • [www.linkedin.com/in/farrellm](http://www.linkedin.com/in/farrellm)

20400 Essex Court, Crest Hill, IL 60403 • 708-903-2253

**DIGITAL MARKETING PROFESSIONAL**

A self-starting B2B digital marketing professional holding certifications in Pardot/Salesforce, Google Ads and SharpSpring, capable of devising the strategy to move MQL and SQL prospects through the sales pipeline. Able to tackle your most complex email, social media, SEO, SEM and UX analysis campaigns on budget and on time.

Using manageable, real analytics to create tangible prospect lists, I will deliver on your ROI. With the acumen to interpret Google Analytics data coupled with a mastery of SharpSpring in-software analytics, I provide a well rounded approach with knowledge of entrenched marketing principles as well as today's cutting edge marketing concepts.

I thrive in a fast-paced setting and operate admirably while juggling multiple projects. Possessing proven technical knowledge of print and web design, I also have experience managing up to 5 employees. As a proven project manager, you will find me to be a reliable self-starter who is also a Photoshop expert and graphic designer.

Please visit my website for my full resume:[**martinfarrellcreative/resume**](https://www.martinfarrellcreative.com/resume)

**Skills:** B2B Marketing Expertise • Marketing Automation • Social Media • Microsoft Excel • Microsoft PowerPoint • Campaign Management • Adobe InDesign, Photoshop, Illustrator • SEO • SEM

# **PROFESSIONAL EXPERIENCE**

**FERRILLI • Remote • 2019-2020**

*(Information Technology and Services)*

**Senior Consultant**

Acting as project manager in a completely autonomous role at Ferrilli, I am a successful leader. I run campaigns with almost no guidance providing the client Ferrilli with top notch service and ROI at every level. Using my creative writing skills, I work with the executive team to build proposals for clients on marketing concepts such as SEO, SEM and UX.

**Accomplishments:** I brought in new business for an 85-hour Pardot and Salesforce evaluation. That's an amazing ROI for Ferrilli. As a motivated team leader, I provided a company-wide demonstration for SharpSpring marketing and analytics software.

**Campaigns:**

**Pardot/Salesforce Email Marketing campaign:**

* schedule and deliver 7 overlapping email waves running concurrently, with each
wave being a total of 20+ emails
* build a quick application button with merge variables feeding data from Pardot and
pushing into Salesforce so the end user can quickly complete the form with their data
* build an attractive landing page and form in Pardot
* conceptualize and build all engagement studios with no list or suppression errors
* fix broken domain using DNS and setting for HTTPs
* resolve a mid-campaign crisis by fixing 56K sync errors between Pardot and Salesforce
* train client staff on Pardot and deliver SOP documentation
* help to evaluate and resolve SPAM blacklisting issue

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* campaign reporting for email and lists
* graphic design of email, including creation of button and basic HTML

**Pardot/Salesforce optimization campaign (new business I brought to Ferrilli):**

* Pardot and Salesforce analysis for optimization
* analysis of RFI forms, landing pages and email per industry
* conceptualize and implement scoring and grading strategy for MQL and SQL
sales pipeline in Pardot and Salesforce
* provide client guidance to cleanup Pardot “orphans” who are not assigned and
are not syncing with Salesforce
* help clean up legacy Marketo field information in Salesforce
* connect campaigns across Pardot and Salesforce and establish lead source
* conceptualize an engagement studio to be used for horizontal and vertical drip campaigns
* evaluate content calendar for pre-sales nurture campaign

**SharpSpring social media/RFI/analytics email campaign:**

* DNS/DKIM/API connection including analytics, landing pages, email and social media
* created RFI form with CTA with vanity URL for social media campaign
* RFI is posted to social media feeds gathering leads to lists
* created responsive dynamic email, with images and merge variables, to respond
to RFI gathered information
* SEMRush analytics and reporting
* set up rules-based lists responding to analytics
* set up visual workflow using actions groups responding to analytics
* set up buyer personas for dynamic emails and lists
* Google tag manager setup

**Website optimization campaign:**

* DNS/DKIM/API connection including analytics, landing pages, email and social media
* web analytics tracking including Visitor ID using reverse IP lookup
* inline RFI form creation gathering data by persona for dynamic automation
* optimize poor UX performing website with rebuild focused on mobile experience
* establish SEO strategy for website
* rebuild and update blog entries
* revamp slow loading website which now loads extremely fast

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

*(The Shortest Distance from B2B)*

**Demand Generation Intern**

* Marketing automation: Pardot, Hubspot, Eloqua, Microsoft Excel, Microsoft PowerPoint
* Conducted several Google Ad campaigns (Certified Google Ads: Search/Mobile/Display)
* Advertising using LinkedIn Campaign Manager
* Conducted SEO audits and website analysis: Google Analytics, Spyfu, Moz, Lead Forensics, Survey Monkey, LOOP11, NAICS codes, Google Tag Manager
* Mastered Advantage financial software and trained new Sr. Manager
* Facilitated social media campaign using Hootsuite
* Media reporting, MAF and IO
* 2018 AR/AP media invoice resolution

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

*(Advertising silo of print and publishing corporation)*

###### Consultant • Project Manager

* Design and production for retail (Adobe Photoshop, InDesign, Illustrator)
* Planned and executed projects, managing scope, timelines and risks
* Heavy Adobe Acrobat Pro editing for missing archive files
* Extracted complex MS Excel data into useable content from 1Step asset library
* Lead cross functional teams to deliver quality products on tight deadlines
* Developed and wrote SOP documentation for international teams, (Microsoft Word)
* Improved the workflow for international team, enhancing productivity and cost savings
* Conducted archive procedural overhaul, resulting in time savings and improved client relations

**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
* Trade show experience
* Lead weekly status meetings for marketing, editorial, design, production
* Trained marketing, design, editorial and production staff
* Maintained IT budgets including software, hardware and font purchasing
* Devised change in corporation wide workflow, resulting in tens of thousands of dollars saved
* Pioneered in house training by building a team to create a facility in unused office space

## EDUCATION/CERTIFICATIONS

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

Salesforce Pardot 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

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