



# Kelly Kandler

kelly@cityfirefly.com • 917.388.3968

## EMPLOYMENT OBJECTIVE

Certified Marketing Automation and CRM consultant looking for non-exclusive contracted implementation, custom configuration, process optimization, best practice strategy, campaign services, system admin, or staff training projects. Thirteen years of working experience with both Oracle/Eloqua and salesforce.com and have held professional certifications in both since 2009.

## WORK EXPERIENCE

### **Firefly Consulting Services, New York, NY**

**April 2008-current**

President/Managing Consultant: [www.fireflyconsultingservices.com](http://www.fireflyconsultingservices.com)

- Oracle/Eloqua Marketing Automation implementation, optimization, training, and campaign execution
- Salesforce.com system design and implementation including strategic planning and staff training
- Salesforce.com system optimization and general system administration
- Proficient in HTML and CSS; Javascript, APEX and custom integration resource available as required

### **Astadia, Inc.**

**Sept 2008-March 2016**

Senior Consultant, CRM and Marketing Automation

- Worked with enterprise and SMB clients (McGraw Hill, JD Power, Progress Software, Exel/DHL, Timbers Resorts, etc) to analyze current marketing practices, identify goals, and manage project plan accordingly
- Implemented Oracle/Eloqua Marketing Automation tool start-to-finish for numerous clients
- Integration subject matter expert for Oracle/Eloqua and Salesforce.com, as well as custom API integrations
- Created various automated Lead Scoring and Lead Nurturing programs for numerous clients
- Delivered various marketing best practices advice and staff training in Lead Management, Campaign Management, and Data Management
- Analyzed customer response rates, web analytics, and internal reports to define efficient and effective marketing and sales processes
- Created email templates, online forms, and surveys for better customer interaction

### **Minoan Music, Miami, FL**

**Sept 2007-August 2008**

Freelance Music Supervision and Marketing Consultant

- Music Supervision consultant for Advertising and Television
- Worked with Minoan President to establish marketing goals and systems
- Booked, coordinated and promoted artist showcases and special events

### **EMI Music Publishing, New York, NY**

**June 1999-August 2007**

Advanced from Intern to Director, Music Resources

- Five years direct experience as Music Supervision consultant (song plugger) primarily for Advertising, Television, Merchandising, and Games
- Booked, coordinated and promoted numerous artist showcases and special events
- Developed and implemented Salesforce.com for improved project tracking and superior client service
- Developed and implemented Eloqua marketing automation tool for improved target marketing
- Customized, implemented and trained international EMI Music Publishing staff on Salesforce.com Customer Relationship Management system and Eloqua marketing automation system
- Designed, created, and analyzed effectiveness of email, website and direct marketing campaigns
- Served on international web design team for EMI Music Publishing corporate website
- Designed, implemented, and maintained proprietary contact, project and audio databases
- Worked closely with COO to develop and implement corporate project management system for international promotion and A&R staffs to improve communication between departments
- Supervised all department Coordinators, Assistants and Interns

## PROFESSIONAL CERTIFICATIONS

**Eloqua Certified Consultant (2009)**

**Salesforce.com Certified Administrator (2009)**

**ORACLE Eloqua**  
**Certified Specialist**

**SALESFORCE**  
**CERTIFIED**

Administrator

## EDUCATION

**Master of Business Administration, Specialization in Marketing**

University of Miami, Coral Gables, Florida

**Bachelor of Music, Specialization in Music Business and Entertainment**

University of Miami, Coral Gables, Florida

## REFERENCES

<http://fireflyconsultingservices.com/references>