



Kelly Kandler

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EMPLOYMENT OBJECTIVE

Certified Marketing Automation and CRM consultant looking for non-exclusive contracted system implementation, technical configuration, process optimization, best practice strategy, campaign services, system admin, or staff training projects. 18+ years of working experience with both Oracle Eloqua Marketing Cloud and Salesforce.com with professional certifications in both since 2009.

WORK EXPERIENCE

Firefly Consulting Services, New York, NY

April 2008-current

Managing Consultant: www.fireflyconsultingservices.com

- Successfully completed 20+ Oracle Eloqua full system implementations for both SMB and global clients
- Vast experience with Eloqua Custom Data Objects, web form integrations, dynamic form scripting and validation, data management (CWM), asset creation, dynamic content, complex campaign flows, process documentation, staff training, Cvent and many other third-party integrations, and all Eloqua admin tasks
- Extensive experience in implementing and optimizing CRM integrations with Salesforce.com, Oracle Sales Cloud, Microsoft Dynamics, SFTP import/export, and custom API integration development
- Strategy consulting and technical configuration of GDPR and CASL email compliance programs
- Implementation of numerous dynamic customer Preference Centers with appropriate backend configuration
- Best practice strategy and technical implementation of Lead Nurturing and Lead Scoring models
- Salesforce.com design, implementation and admin including strategic data planning, config, and training
- Proficient in HTML, CSS and Javascript; APEX and custom API integration resource available as required

Astadia, Inc., Dallas, TX

Sept 2008-March 2016

Senior Consultant, CRM and Marketing Automation

- Worked with enterprise and SMB clients to identify business goals and implement technical configurations
- Managed Oracle Eloqua Marketing Cloud implementations for numerous clients of various size and industry
- Successfully managed multiple large client projects simultaneously
- 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 best practice workshops in Lead Management, Campaign Management, and Data Management
- Analyzed response rates and web analytics 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 and TV
- 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
- Designed, implemented and trained international EMI Music Publishing staff on Salesforce.com and Eloqua
- 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

Oracle Eloqua Certified Implementation 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

<https://fireflyconsultingservices.com/references>