



# Kelly Kandler

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## 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. Fourteen+ years of working experience with both Oracle Eloqua and Salesforce.com with 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
- Best practice strategy and technical configuration successfully completed for implementations, Lead Scoring, automated Lead Nurturing, CRM integration (Salesforce.com, Oracle Sales Cloud, Microsoft Dynamics, and other custom API integrations), GDPR/CASL compliance, custom preference centers, automated data standardization programs, campaign execution process design, asset management, onsite user training
- Salesforce.com design, implementation and admin including strategic planning, configuration, and training
- Proficient in HTML and CSS; Javascript, APEX and custom 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, 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>