


Kaleem McGill

Digital Marketing | 2x Marketing Cloud Certified | Marketing Automation

CONTACT

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 Indianapolis, Indiana

 [LinkedIn Trailhead](#)

EDUCATION

Certifications:

Salesforce Marketing Cloud Email Specialist.

Salesforce Marketing Cloud Admin

Indiana University

Communications & Culture
3 yrs complete

Kenzie Academy

Digital Marketing Certificate
Indianapolis, IN | 06/2020

PepUp Tech, Salesforce Marketing Cloud

8 Week Training Course
Marketing & Digital Marketing
Essentials
Marketing Cloud Administration
Navigating Email Studio & Content
Builder
Basics of Email Design & Managing
Email Data
Basics of Email Design
Email Previews & A/B Testing
Email Report & Tracking
Journey Builder & Email Automation

PepUp Tech, Salesforce Admin Course

10 week training course specializing in
Salesforce Administration:
App Building,
Reports and Dashboards,
Email Configuration,
Data Management,
Customization of Objects,
Automation and Security

EXPERIENCE

Solutions Architect

Offprem Technology | Fishers | 6/2020 - Present

- Project management involving multiple team members in implementations.
- Conducting discovery sessions to aid in developing client solutions
- Leading training sessions in multiple aspects of Marketing Cloud (content builder, data and Marketing Cloud Connector, Journey Builder, etc.)
- Standing up accounts and updating settings in accounts
- Troubleshooting issues with Automations, Journeys, and data imports
- Actively learning new products in Marketing Cloud as needs come up for clients (Distributed Marketing, Mobile Connect, Ad Studio)

Candidate Experience Specialist

Kelly Services | Remote | 01/2019 - 06/2020

- Created and evaluated touchpoints throughout the candidate lifecycle.
- Led project in developing a brand overview for new employees.
- Led project for optimizing onboarding processes.
- Collected and reported on feedback from internal and external stakeholders on areas of opportunity in processes.
- Developed and scheduled email marketing to be used in new CRM implementation.

Key Account Manager

USA Today | Indianapolis | 02/2018 - 01/2019

- Strategized with Account Executive for pre-campaign and pre-proposal support, and post-sale process analysis.
- Completed onboarding for all contract sales, new and renewal
- Provided all post-sale support for the client and implemented optimization.
- Compiled reports using Salesforce to compare results to desired KPIs.
- Created engaging and effective client dashboards for recurring presentations
- Acted as SME for client's campaigns, constantly monitoring for fluctuation in results, and advising on action to improve performance.

Recruitment Sales Associate

USA Today | Indianapolis | 01/2016 - 02/2018

- Maintained print and digital marketing campaigns for clients.
- Kept up-to-date records in Salesforce.
- Set appointments and identify larger campaign opportunities.
- Managed deliverables and deadlines to ensure that the client had a quality experience.
- Researched and trained to new technologies available in PPC, Facebook, and digital display advertisements.