

## IMPLEMENTATION CONSULTANT

### Summary

Results-oriented digital marketing professional with a background in project management and digital advertising. Experienced with various email platforms (Salesforce Marketing Cloud, Adobe Campaign) dedicated to driving customer satisfaction through highly-customized email software implementations. Works closely with other members of the internal project team and external client teams. Leads client calls to uncover solution requirements, writes and presents requirements documentation to the client, configures and presents the software configuration to the client, and trains clients to enable them on Salesforce Marketing Cloud and its various components.

### Skills

InDesign, Quark XPress, Acrobat, Photoshop, Illustrator, Freehand, Pagemaker, Microsoft Word, Publisher, Excel, Power Point, Pitstop, Quite a Box of Tricks, Fetch and Asura.

### Experience

11/2013 to Current

implementation consultant Company Name

- Certified trainer in Salesforce Marketing Cloud, experienced in training external client teams on various components of Salesforce Marketing Cloud, either virtually or in person.
- Knowledgeable in Salesforce Marketing Cloud components including Email Studio, Marketing Cloud Connect integration, MobileConnect, Journey Builder, Contact Builder and Advertising and Social Studio.
- Familiar with Salesforce.com basics.
- Familiar with coding SQL to write queries for Salesforce Marketing Cloud solutions.
- documentation Experienced in writing requirements documentation and crafting technical solutions and designing flow diagrams for clients to achieve their email marketing campaign requirements utilizing Microsoft Word, Visio and Excel.
- Keeps record of project requirement changes by updating the requirements documentation throughout the project.
- Provides test plans to the client for UAT to assist them in testing the configured solution.
- English major who enjoys writing in any form.
- Leadership Leads client calls to effectively keep projects moving forward while minimizing scope creep and managing client expectations, and keeping the client team focused on the current SOW.
- software implementations and web technologies/technical abilities Aptitude for software trouble shooting Experienced in web technologies and coding HTML, CSS and SQL Familiar with WordPress and Dot Net Nuke frameworks Familiarity with relational data and data management Consults with new and existing clients to implement solutions and perform initial configurations for their Salesforce Marketing Cloud or Adobe Campaign email software and campaign solutions, with specialization in Salesforce Marketing Cloud.
- Leads consultative engagements which include discovery calls and solution walk throughs with the client's marketing focused business teams to define, implement or review the configuration of their technical and business-related communication needs.
- Crafts project documentation which details the client's unique business requirements and email software solution configurations, which include data segmentation and various automations aimed at automating and creating complex client configuration solutions.
- Provides quality assurance via solution testing and the creation and execution of configuration test plans.
- Provides client support during go live phase of the project, and performs ongoing support based on SOW requirements.
- As a certified trainer in Salesforce Marketing Cloud, conducts virtual or onsite training for clients on the email platform or various applications within the Salesforce Marketing Cloud platform.
- Experienced with various applications and integrations in SFMC, including Email Studio, Marketing Cloud Connect, Journey Builder, Contact Builder, Salesforce.com, and Advertising and Social Studio.
- Identifies project risks and issues and presents alternatives to the internal team or the client team to alleviate or resolve them.
- digital media program manager | indico | july 2012 to november 2013.
- Promoted to Digital Media Program Manager for Indico, where I planned, executed, and finalized projects according to strict deadlines and within budget for NACS Media Solutions and its subsequent name change of indiCo.
- This included coordinating resources such as team members and third-party contractors or consultants in order to deliver programs according to plan for the Print on Demand network.
- Assisted in finalizing contracts and negotiated project deliverables and timelines with stakeholders and vendors.
- Responsible for defining project objectives, success metrics, and overseeing quality control throughout each project's life cycle with the goal of creating a sustainable profitable business model.
- Managed the Grow Custom initiative and co-created a marketing, messaging and sponsorship package for the initiative.
- Contributed to the writing, layout, and content of the Guide to Custom, the Grow Custom initiative's informational piece, which has sold more than 2,000 copies to NACS members.
- Sold sponsorships, ads and advertorials to vendors and publishers, and worked with sponsors to ensure that content and ads were received by deadline and transmitted to creative personnel in a timely manner to facilitate creation of the digital and print pieces.
- Coordinated and performed some technical processes required for implementation related to the ingestion, testing, format revision, distribution and output of print-on-demand and digital files contributed to the NMS and indiCo network, and contributed to development of the digital and print-on-demand interface tools that support file access and distribution.
- Created content around the Print on Demand and Grow Custom initiatives on the NACS Media Solutions website and Facebook site, and maintained the NACS Media Solutions company website using Dot Net Nuke.
- Updated and maintained other company websites for various NACS divisions using HTML, CSS and Dot Net Nuke.

01/2011 to 06/2012

digital media specialist | nacs media solutions

- Managed the Print on Demand project and implemented the technical processes related to print-on-demand and digital files for NACS

Media Solutions.

- Contributed to the development of the digital and print-on-demand interface tools, workflows and processes that support file access and distribution.
- Preflighted and corrected book files to ensure optimal print quality.
- Worked with outside vendors to build a print on demand network for NACS Media Solutions, supplied requirements for the network and worked with vendors from contract phase to completion to create a viable Print on Demand (POD) network.
- Received a promotion in June of 2012.
- digital support specialist | the plain dealer |.

01/1998 to 12/2008

- Responsible for processing, preflighting, color correcting, image enhancing and ensuring that sizes, colors, images and content of advertisements sent into the Digital Department via outside customers and agencies printed correctly.
- Ensured that final reproduction of advertisements was optimal and that everything in the ad displayed as the customer intended.
- Worked well in a high-pressure, fast-paced environment with daily deadlines.
- Solely responsible for processing and file transmission of various commercial inserts, gang prints, spadeas, Comics and other direct mail pieces to various printers.

#### Education and Training

2010

Completed coursework for certifications in Web Design/Development: Web Design/Development,

Polaris online - <http://www.polaris.com> \*Studied web design and HTML, CSS, and SQL

1992

Bachelor of Arts : English The University of Akron 1/4 City , State English

1992

Bachelor of Arts : Political Science The University of Akron 1/4 City , State Political Science

#### Interests

March 31, 2016 to present - License 5672023 \*Salesforce Marketing Cloud Consultant Certification \*July 18, 2017 to present - License 17482983 \*Salesforce certification verification site: <http://certification.salesforce.com/verification?&fullname=Veronica%20Gancov> \*Studying for PMP certification

#### Skills

Dot Net, Acrobat, Adobe, go live, Photoshop, ad, advertisements, ads, Advertising, Pagemaker, book, budget, color, com, concise, content, contracts, CSS, client, clients, client relations, customer service skills, client support, data management, designing, desktop publishing, direct mail, documentation, Email, English, fast, Fetch, Freehand, HTML, http, Illustrator, image, InDesign, layout, Leadership, managing, marketing, messaging, access, Excel, Power Point, Publisher, Microsoft Word, Works, network, NMS, personnel, presenting, various printers, processes, coding, project management, promotion, quality, quality assurance, quality control, Quark XPress, requirement, SQL, trainer, transmission, trouble shooting, troubleshooting, unique, Visio, web design, Web Design/Development, website, websites

#### Additional Information

- March 31, 2016 to present - License 5672023 \*Salesforce Marketing Cloud Consultant Certification \*July 18, 2017 to present - License 17482983 \*Salesforce certification verification site: <http://certification.salesforce.com/verification?&fullname=Veronica%20Gancov> \*Studying for PMP certification