

Vincent Holm-Drumgole

Salesforce & Marketing Automation Consultant

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Summary

Salesforce-certified consultant and experienced Account Engagement Administrator specializing in marketing automation strategy, project management, and solution consulting. Skilled in aligning Salesforce capabilities with business objectives to drive efficiency and scalability. Adept at building automation systems, leading cross-functional teams, and translating stakeholder needs into actionable solutions to meet deadlines and deliver results.

Skills

Solution Architecture & Implementation, AI & Process Automation, Stakeholder Collaboration & Business Alignment, Salesforce and Marketing Cloud Account Engagement (Pardot) Expertise

Experience

UL Research Institutes

Dec 2023 - Present

Account Engagement (Pardot) Admin

Served as Marketing Cloud Account Engagement Administrator, leading operations across eight research institutes and ensuring strategic alignment. Acted as business analyst for Salesforce projects, driving solution design and custom development. Built reports and dashboards for leadership, providing actionable insights, and trained cross-functional teams for seamless adoption of marketing automation tools.

Accomplishments:

- Leading the Salesforce implementation for NERIS modernizes national fire data reporting, improving emergency response and resource allocation. This DHS-funded initiative, backed by the U.S. Fire Administration and Fire Safety Research Institute, enhances decision-making across the fire industry.
- Implemented a new Pardot (Marketing Cloud Account Engagement) business unit, designing scalable automation and lead management processes to align with business objectives.
- Redesigned the enterprise-wide campaign hierarchy, improving reporting accuracy, data consistency, and marketing attribution across all teams.
- Led multiple training workshops for end users, ensuring successful adoption of Salesforce solutions by focusing on best practices, system navigation, and process alignment.

APTIM

May 2022 - Dec 2023

Account Engagement (Pardot) Admin

Served as the Marketing Cloud Account Engagement Administrator, managing automation, data structure, and campaign reporting. Developed marketing strategies for the Environmental and Energy Solutions team, enhancing APTIM's brand.

Accomplishments:

- Collaborated with the Salesforce admin to resolve sync issues between Salesforce and Account Engagement, ensuring data integrity and seamless communication between marketing and sales systems.
- Led the APTIM Xchange newsletter for 18+ months
- Implemented a multi-channel demand generation strategy using paid media, email, webinars, and content syndication.
- Led email marketing and co-led coordination for an executive conference for EHS directors from top U.S. retailers, hosted at Walmart headquarters, ensuring seamless communication and high attendee engagement.
- Successfully increased subscriber growth for APTIM quarter after quarter through targeted email campaigns, content optimization, and strategic audience engagement, contributing to ongoing brand awareness and audience expansion.

Coordinated high-profile marketing campaigns for major brands like Hasbro, P&G, and TikTok, overseeing projects from creative brief development to final execution. Served as the key liaison between brands, agency talent, and clients, ensuring seamless collaboration and alignment on campaign objectives.

Accomplishments:

- Managed multiple campaigns, tracked engagement analytics, and reported key performance indicators (KPIs) to optimize strategy.
- Conducted in-depth market research to identify and engage potential brand partners, contributing to the company's growth and expansion.

SpotOn
Social Media Specialist

April 2013 - Feb 2017

Developed and implemented a data-driven social media strategy to enhance brand awareness and engagement. Managed paid advertising campaigns through Facebook Ads Manager, optimizing performance for maximum reach and conversions.

Accomplishments:

- Enhanced brand awareness and community engagement through data-driven social media strategies.
- Successfully increased audience interaction and brand loyalty through compelling content.
- Improved ad performance and return on investment (ROI) by optimizing paid social campaigns.

Key Achievements

NERIS | 2024

- Leading the Salesforce implementation for NERIS modernizes national fire data reporting, improving emergency response and resource allocation. This DHS-funded initiative, backed by the U.S. Fire Administration and Fire Safety Research Institute, enhances decision-making across the fire industry.

Salesforce Workshop - Fire Safety Research Institute (FSRI) | 2024

- Led a two-day Salesforce workshop for cross-functional teams, focusing on best practices in Marketing Cloud Account Engagement and hands-on platform training.

STAR Award

Award granted by: UL Standards & Engagement | 2024

- Received the STAR Award for work on UL Standards & Engagement's E-Mobility campaign, promoting the Setting Consumer Standards for Lithium-Ion Batteries Act to enhance safety and reduce battery fire risks.

Education

North Park University
Bachelor of Arts in Marketing

- Honor Roll

Certifications

- Salesforce Administrator
- Marketing Cloud Account Engagement Consultant
- Marketing Cloud Account Engagement Specialist
- Salesforce AI Associate
- Salesforce Associate

Platform App Builder (Exam Scheduled for March 8, 2025)

