

Corin Kearney

Marketing Automation Specialist

Profile

I am a multiskilled, fast learning creative Marketing Automation Specialist looking for a fulfilling and exciting role. I can offer a well rounded knowledge of marketing automation platforms, multimedia softwares and web development languages, along with great attention to detail and organisational skills. I have proven to be an exceptional asset to my teams in previous roles.

Contact

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Skills

- Great knowledge of front end web development languages HTML and CSS.
- Good knowledge of Adobe Photoshop and Premiere Pro.
- Outstanding knowledge of Salesforce Marketing Cloud.
- Admin user on Salesforce Pardot.
- Basic SQL for data segmentation.
- Good Microsoft Office skills.
- PC and Mac literate.
- Full, clean UK driving licence.

Work Experience

Taylor & Francis Group / Marketing Automation Specialist - CRM Team

DECEMBER 2018 - DECEMBER 2019, MILTON PARK, OXFORDSHIRE

- **Developed bespoke functionalities** for the marketing department, such as rolling out **Formstack**, to suit the requirements from the business. This included working on creative assets using **web coding, planning and developing the data sync** between 3 systems and **training** the marketing department.
- Successfully **trained new starters** and created training materials in marketing automation platforms with my **outstanding knowledge of Marketing Cloud, Pardot** and the company's data structures. Included flying abroad to **conduct in person training for overseas colleagues** which received **great feedback**.
- **Consulted, planned and tested complex marketing automation programs** with senior members of the marketing departments; with knowledge of the different **marketing systems** in the business.
- Worked in an **agile** way to complete **solo** tasks as part of larger projects, along with **working collaboratively** with the team.
- **Maintained existing marketing automation programs** after they had been launched to reduce any system errors.

Taylor & Francis Group / Email Marketing Coordinator - CRM Team

AUGUST 2017 - DECEMBER 2018, MILTON PARK, OXFORDSHIRE

- Built and maintained a company wide reputation as a **reliable resource** with my **excellent technical problem solving skills** by efficiently **fixing technical issues** and **promoting best practices** for Marketing Cloud and Pardot.
- Successfully **trained new starters** in marketing automation platforms and created training materials with my outstanding knowledge of Marketing Cloud and the company's data structures.
- Creatively built websites for internal communications to represent the team using **HTML, CSS and Bootstrap**.
- **Prepared, scripted, produced and edited training videos** about Marketing Cloud for internal distribution.
- Effectively worked in teams on projects across multiple departments to **develop and roll out on marketing automation platforms**.

Voluntary Experience

Video Journalist / That's Oxfordshire TV

JULY 2016, OXFORD

- Successfully organised video shoots in the studio and on location with clients.
 - Independently produced videos by working to tight deadlines. This included writing interview scripts and recording voice overs.
 - Competently recorded news stories on location using industry standard equipment. I also conducted interviews behind the camera, which required a high level of concentration and multi-tasking.
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Education

Anglia Ruskin University / Media Studies BA (Hons) - First Class

SEPTEMBER 2014 - JUNE 2017, CAMBRIDGE

City of Oxford College / Creative Media Production Level 3 BTEC

Distinction, Distinction, Merit

SEPTEMBER 2012 - JULY 2014, OXFORD

St Gregory the Great Secondary School / 11 GCSEs

SEPTEMBER 2006 - JULY 2011, OXFORD

English - C

English Literature - B

Mathematics - C

Science - C

Additional Science - C

Art and Design - B

Media Studies - CC

German - C

Religious Studies - C

ICT - Distinction

Achievements

Certified Salesforce Pardot Specialist - certification gained on 30th April 2019.

Certified Salesforce Marketing Cloud Specialist - certification gained on 4th September 2019.

Achieved a place on a **highly competitive** web development training course from **Code First: Girls** in 2018, which was ran by experts in front end web development. I came runner up for my web project.

Received an annual cash bursary from Anglia Ruskin University for my outstanding performance in my Level 3 BTEC.