

Brian McFarlane

Montreal, QC H2B 2Y9 • (438) 825-0315

brian.mcfarlane1@gmail.com • linkedin.com/in/brian-mcfarlane

Skills

Marketing Automation ♦ Digital Marketing ♦ Social Media Management ♦ Search Engine Optimization
Content building ♦ Inbound Marketing ♦ Project planning & execution ♦ Video Marketing ♦ Wordpress
♦ Marketing planning and content strategy development ♦ Email Marketing ♦ Campaigns

Experience

Company: Incloud Business Solutions | **URL:** <https://in-cloud.ca> Montreal
Marketing Automation Specialist, Jan 2018 - Sep 2019

- Setting up, integrating and customizing Pardot/Marketing Cloud/Social Studio/Advertising Studio to client specifications with minimal supervision
- Customize and set up marketing funnels, campaigns, prospect segments, lead scoring/grading, nurture paths and reporting, per client specifications
- Support implementation of email testing strategies to drive and convert qualified traffic
- Enhancing Pardot usage through lead qualification and marketing automation of business practice
- Basic data migration within the data management capabilities of the Salesforce.com platform
- Provide training for new and existing users on Pardot/Marketing Cloud/Salesforce Sales Cloud.
- Hands on Helping clients with implementing Salesforce and Pardot best practices
- Responsive email template design and coding with HTML, CSS and JavaScript
- Responsive landing page template design and coding with HTML, CSS and JavaScript
- Email engagement campaign development and execution
- Pardot Certified Marketing automation specialist

Key technologies used: Pardot/Consulting & Implementation, Marketing Cloud/Social Studio, Advertising Studio consultation, implementation and training, Salesforce/Sales Cloud Administration, Einstein Analytics platform/preparing data sources, datasets, lenses and building dashboards

Company: Mcfarlane Marketing (self-employed), Montreal
Marketing Analyst/Marketing Automation Specialist, Sept 2013- Dec 2018

Work with companies to develop comprehensive digital marketing plans by designing and implementing data-driven marketing automation solutions for my clients.

- Proficiency using marketing automation platforms (Pardot, Salesforce Marketing Cloud)
- Thorough understanding of road mapping business processes, particularly sales & marketing processes
- Strong project management skills
- Content strategy
- Social Media management
- Social Media subject matter expert
- Marketing management

- Email campaigns
- Email marketing

Key technologies used: Jira/Project management, Pardot/Campaign management, Salesforce/knowledge of data (segmentation, database queries, reporting tools), Hootsuite/Implementing a social media plan, Adobe Creative Suite/ Photoshop, Illustrator, Indesign, XD

Company: Solubec | Montreal (8 month contract)
Digital Marketing Strategist, 11/2015-06/2016

Provided web development services and web strategy to a wide range of clients. Completed 15 websites over 8 months. The majority of sites have had a increase in sales of over 35% after the first year.

- Wordpress development
- Website design and coding with HTML, CSS, JS and PHP
- Accountable for Customer experience design and journey building
- Service design blueprinting
- Technical configuration of web servers, DNS and hosting

Key technologies used: Wordpress/Plan, Design, Deploy and Optimize, Network Empire framework/Digital marketing planning, competitor analysis, content planning and development, RightMessage/dynamic content development and marketing automation, Google Analytics/Data Studio/data preparation, design, build dashboards for actionable insights.

Company: Dawson College | **URL:** <https://www.dawsoncollege.qc.ca> | Montreal
Administrative Technician/Print services supervisor/graphic designer, 05/2005-08/2013

- Supervised print services, mail services and audio-visual services
- Managed a fleet of 200 Multi-functional printers throughout the college
- Developed an online submission tool for the teachers and administrators to submit print jobs to the print shop.
- Insured that we provided the highest quality services to the college community

Key technologies used: OCE VP2110 Commercial printers/Printing and finishing services, FTP/Print outsourcing/Prepared prepress documents for external printing,

Education

Graphic design and printing, Graduation Year (1998) Rosemont technology Centre, Montreal
 Commercial Photography, Graduation Year (1993), Dawson College, Montreal