

MICHAEL HEPWORTH

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MARKETING CLOUD SOLUTION ARCHITECT

STRATEGIST || LEADER || INNOVATOR

EXECUTIVE SUMMARY

Accomplished, dedicated Marketing Cloud Solution Architect and Consultant with extensive success surpassing goals and developing solutions which achieve business objectives. Influential communicator adept at developing relationships with clients, partners, executives, and other key stakeholders. Strategic-minded leader with success in project development, process improvements, and providing tools to support organizational growth. Broad experience across enterprise architecture, solution delivery, agile methodology, journey building, and automation. Successful track record setting priorities, shaping processes, and developing systems which create a stronger, more efficient organization. Focused on integrity, innovation, and customer service and able to build, motivate, and manage high-functioning, successful teams.

CORE COMPETENCIES

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|-------------------------------------|-------------------------------------|---------------------------------|
| • Business Development | • Journey Builder | • Salesforce Loyalty Management |
| • Strategic Planning | • Automation Studio | • Professional Development |
| • Goal Setting | • Salesforce Data Cloud | • Team Building/Motivation |
| • Salesforce Marketing Cloud (SFMC) | • Social Studio | • Presentations |
| • Center of Excellence | • Salesforce Marketing Intelligence | • Leadership |
| • Agile Scrum & Kanban | • Distributed Marketing | • Performance Metrics |
| • Customer Journeys | • Lifecycle Marketing | • Project Management |
| • Email Studio | • Lead Generation | • Collaboration |
| • Advertising Studio | • Lead Management | • Problem Solving |
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PROFESSIONAL EXPERIENCE

ASSOCIATE PRINCIPAL ARCHITECT - SALESFORCE MARKETING CLOUD

2024

LTI Mindtree (Kohler Contract) – Bellevue, WA

Leading the Salesforce Marketing Cloud technical team to build marketing solutions that meet current and future business requirements within the Salesforce Marketing Cloud and Data Cloud platforms

- Meet with business stakeholders to discuss marketing strategies, and gather business requirements
- Provide guidance to key stakeholders regarding latest marketing trends and customer experience best practices
- Provide guidance to internal platform users regarding operational best practices and governance standards
- Create solution design blueprints that meet business requirements set forth by the product owner and key stakeholders
- Work with the technical team to ensure that solutions are built to specification, are scalable and manageable, and adhere to architectural best practices
- Provide platform subject matter expertise on Salesforce marketing platform products
- Work with IT to ensure that technical roadmaps are congruent with IT initiatives
- Ensure that the Salesforce platform is being utilized in the most efficient manner possible while taking advantage of the latest features whenever possible

OMNI-CHANNEL DIGITAL MARKETING DELIVERY CONSULTANT

2023

IBM (Humana Contract) – Louisville, KY

Chosen to provide Salesforce Marketing Cloud support and consulting for one of the world's largest health insurers.

- Develop and deliver role training for 45 employees transitioning to Technical Solutions Implementation Associates on Agile delivery, leadership, project management, requirement gathering, and systems architecture
- Consult with Humana's SFMC technology team on platform architecture and delivery best practices
- Serve on initiative teams to provide SFMC acceleration products and improve delivery processes
- Provide techno-functional leadership within shared journey delivery pod
- Deliver platform and journey solution architecture design expertise to improve scalability and manageability

- Support SCRUM ritual execution for daily standups, grooming, planning, and retrospective sessions
- Gather and translate business requirements into technical specifications

PRACTICE MANAGER, SALESFORCE MARKETING CLOUD

2023

Kelley Austin (Contract) – *Richardson, TX*

Charged with serving on the leadership board and contributing to go-to-market strategies, business development initiatives, continuous improvement, and delivery best practices.

- Served as Solution Architect on key accounts to provide guidance on technology roadmap and develop platform solution designs to address business objectives and requirements
- Provided sales support including demos, solution roadmaps, proposals, statements of work, and change orders
- Offered platform subject matter expertise to other SFMC solution architects, consultants, and developers
- Managed delivery implementation team including employee reviews and developing and achieving professional goals within organizational strategy

Accomplishment

- o Decreased time spent building new campaigns 80% with development of comprehensive self-service data model in SFMC using contact builder and an automation studio which allowed team to create segmentations without dependency on data science team

MANAGING DIRECTOR, SALESFORCE MARKETING AND LOYALTY

2020-2022

Concentrix Catalyst – *Beaverton, OR*

Led the Loyalty team for a customer experience design and engineering firm to design and build custom architecture.

- Performed budgeting, forecasting, and capacity planning for marketing cloud practice
- Managed internal staffing including training, retention, and career development
- Developed and executed training and talent acquisition program to help facilitate sustainable growth in competitive talent market
- Supported sales initiatives by providing demonstrations, solution roadmaps, proposals, statements of work, and change orders
- Maintained Salesforce channel relationship and strategized and implemented partner growth initiatives
- Served as solution architect to provide technology consultation to key accounts
- Acted as Salesforce subject matter expert to internal SFMC partners

Accomplishments

- o Led development of loyalty support architecture to assign points to loyalty members when performing activities such as completing their profile, taking a survey interacting with a social post, and more; this solution was eventually adopted by Salesforce in its spring 2022 release
- o Established Marketing and Loyalty Cloud practice in multiple geographical locations
- o Developed organization's scalable agile delivery system and Center of Excellence

SALESFORCE MARKETING CLOUD PRACTICE LEAD

2019-2020

Cyberspring International – *Somerville, NJ*

Tasked with providing strategic leadership and operational oversight to teams delivering SFMC solutions.

- Coordinated directly with clients to strategize, plan, architect, and deliver marketing cloud solutions
- Guided talent development including evaluating performance, delivering employee reviews, and determining strategic goals, and tracking progress
- Fostered relationships with key accounts and Salesforce Partner Channel
- Developed and instituted Kanban delivery methodology
- Provided support to sales teams and initiatives
- Formulated project financial plans including budgeting, forecasting, and capacity planning

Accomplishment

- o Introduced and implemented Quip for Salesforce Customer 360
- o Organized and led initiative to achieve "Silver" partner status with Salesforce

SALESFORCE MARKETING CLOUD TECHNICAL LEAD/PROJECT MANAGER

2013-2019

ListEngage – *Framingham, MA*

Charged with coordinating with internal partners to develop and tune business and services delivery workflows and supporting documents in order to provide solutions for high visibility clients.

- Provided support to key accounts to deliver SFMC platform solutions
- Engaged with endangered Salesforce accounts to mitigate risk and improve client relations

- Developed business proposals, statements of work, and change order requests in support of sales team
- Supported executive staff with business strategies planning and development, service delivery methodologies, and security policies and procedures
- Mentored and coached team members in client management and delivering SFMC solutions

Previous position include: **INTERIM CHIEF TECHNOLOGY OFFICER** (Webwave Internet Services), **SOFTWARE ENGINEER/TEAM LEAD** (Experticity Inc), **INFORMATION TECHNOLOGY BUSINESS ANALYST II** (State of Utah)/Department of Technology Services)

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT – Western Governors University

CERTIFICATIONS/TRAININGS

Salesforce Certifications: Marketing Cloud Email Specialist | Marketing Cloud Consultant | Marketing Cloud Administrator | Marketing Cloud Developer | Marketing Intelligence | Salesforce Data Cloud
Project+ Certification | CompTIA

TECHNOLOGY

Microsoft Office Suite (including Word | Excel | PowerPoint | Outlook) | Miro | LucidChart | Salesforce.com | Salesforce Marketing Cloud Suite (All Studios & Builders) | SharePoint Sites | Microsoft Teams | Azure Devops (ADO)

KEY ACCOMPLISHMENTS

Humana (IBM) – Role Transition Training and Support

Developed and delivered transformational training curriculum to over 45 associates slated to assume a new techno-functional leadership role within the organization. Training covered all aspects of the role including Agile delivery, team leadership, project management, requirements gathering, and systems architecture.

Salesforce – Activities for Points Solution in Loyalty Management

Led the Loyalty Team at Concentrix Catalyst to design and build a custom architecture to support assigning points to loyalty members when performing various activities such as completing their profile, taking a survey interacting with a social post, and many more. This solution was eventually adopted by Salesforce in their Spring 2022 release.

Technologies used: Salesforce workflows, Custom Objects, Marketing Cloud Cloud Pages, Automation Studio, Salesforce Data Cloud.

Coursera – Marketing Activity Metrics in Sales Cloud

Designed and built a custom solution for pushing marketing activity, metrics, and scores back into Sales Cloud. Having the data at the fingertips of Account Managers and Customer Service reps provides a more personalized experience to their leads and customers, which results in higher conversions, retention, and advocacy.

Technologies used: Automation Studio, SSJS, Salesforce Bulk API Loader 2.0, Salesforce Connected App with OAuth 2.0 User Flow

Mazda – After Sales Management Platform

Led a very large team through the design and development of a new pub/sub architecture to support aftersales marketing efforts for automotive dealers, and OEMs within the Salesforce Sales/Service/Marketing Cloud

platform..

Technologies used: Automation Studio, Journey Builder, Cloud Pages, Contact Builder, SSJS, SQL, AMPScript

Skechers – International Customer Journey Framework

Designed, architected, and led a multinational development team to deliver a Salesforce Marketing Cloud Customer journey framework to support an unlimited amount of customer locales per single journey.

Technologies used: Journey Builder, Contact Builder, SSJS, SQL, AMPScript

Capital One – Salesforce Marketing Cloud Architecture Design

Lead the Capital One Marketing Cloud Team through a full data re architecture to support the unification of customer data from several recent acquisitions.

Technologies used: Journey Builder, Contact Builder, SSJS, SQL, AMPScript

JDRF – Local Chapter Advocacy Distributed Marketing Solution

Designed and developed a customized distributed sending solution within Salesforce Marketing Cloud to support over 200 local JDRF advocate chapters.

Technologies used: Salesforce Distributed Marketing, Contact Builder, SSJS, SQL, AMPScript, GTL

GE Appliances – Marketing IOT Integration

Connected smart appliance service and telematic data into the Salesforce Marketing Cloud customer model to support real time messaging of service events such as maintenance reminders and parts reordering

Technologies used: Contact Builder, SSJS, SQL, AMPScript, REST API

US Bank – Wealth Management Distributed Marketing Solution

Designed and developed a custom distributed sending solution within Salesforce Marketing Cloud to support ongoing direct client communications for US Bank Wealth Managers and their clients

Technologies used: Salesforce Distributed Marketing, Contact Builder, SSJS, SQL, AMPScript, GTL

Harvard – Marketing Learning Management System Integration

Designed an integrated solution to connect Salesforce Marketing Cloud to Harvard Business School's LMS system to support student communications, alumni communications, and donation management

Technologies used: Automation Studio, Contact Builder, SSJS, SQL, AMPScript