

Andrew Holstein

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about me

I'm a marketing technologist with over 10 years of experience creating value by building, optimizing, and operating sales, marketing, and operations tech stacks that benefit both internal and external stakeholders.

SKILLS

Team Building & Leadership
Technology Strategy & Roadmaps
Technology Implementations
Marketing Campaign Execution
Business Intelligence & Analytics
Platform Integrations

PLATFORMS

Marketo
Eloqua
HubSpot
Salesforce CRM
Microsoft Dynamics CRM
Tableau
PowerBI
Postman
Customer Data Platforms
Integration Platforms

CERTIFICATIONS

MARKETO CERTIFIED EXPERT
2020
ELOQUA MASTER
2020
HUBSPOT MARKETING SOFTWARE
2015

professional experience

2019 - Present

MARKETING TECHNOLOGY PRINCIPAL / *Slalom* / Boston, MA

- Created marketing technology roadmaps for clients based on current state technology and its ability to support long term marketing strategies
- Implemented complex marketing automation systems, with multiple data sources and integrations for global sales and marketing teams
- Led project teams in multiple workstreams, working with internal and external stakeholders to document requirements and prioritize initiatives by business value.

2018 - 2019

DIGITAL MARKETING MANAGER / *Markforged* / Watertown, MA

- Implemented Marketo tracking to improve data, leading to lower cost per lead and increased lead volume.

2014 - 2018

MARKETING OPERATIONS MANAGER / *Verndale* / Boston, MA

- Built automated marketing engine using Marketo and Salesforce that drove MQLs leading to \$9 million in business over 3 years.
- Ran account-based marketing program that drove an estimated \$2 million over 2 years.
- Developed executive-level reporting that improved buy-in and led to data-driven strategic decisions.

education

Bachelor's Degree: Gettysburg College, May 2010 **Major:** Mathematics