

MARK URQUHART

Marketing Technology Professional - mwurquha@gmail.com | [@markurquhart](https://www.linkedin.com/in/markurquhart)

EDUCATION

B.A., PSYCHOLOGY

Syracuse University, Syracuse, NY
Conferral Date: May 2008

MBA PROGRAM

University of New Hampshire, Durham
Expected Conferral Date: May 2021

EXPERIENCE

ADOBE

Expert Solutions Consultant – January 2019 – Present

- In January 2019 moved into an Expert SC role for Adobe Campaign

Senior Solutions Consultant – December 2017 – January 2019

- Primary SC on seven closed deals that resulted in \$8.1m in net new business
- Supported the Adobe Experience Cloud: Specialist for Adobe Campaign
- Mentor for the Associate SC team: Training and coaching on product knowledge and strategy

YEXT

Senior Solutions Consultant – March 2017 – December 2017

- Contributed to seven closed deals in a ten-month period
- Created internal repository for demo strategy, plays, code, and sample data schemas

ORACLE

Senior Solutions Consultant - September 2015 – May 2017

- Promoted to Senior Solutions Consultant after exceptional performance in FY 2014 & 2015
- Responsible for Responsys, Eloqua, BlueKai, Compendium, and Maxymiser products

Solutions Consultant - April 2013 – September 2015

- Technical subject matter expert for Oracle Responsys
- Educate organization on competitive intelligence / how our differentiators stack up and win

SELLIGENT (FORMERLY, STRONGMAIL SYSTEMS)

Senior Technical Account Manager – February 2012 – April 2013

- Technical account management for our top travel, media/entertainment, and retail customers
- Above quota on client renewal revenue and expansion of business revenue

Manager, Campaign Implementations - March 2011 – February 2012

- Implemented and maintained complex data models for travel/hospitality, and retail customers
- Team lead of four Implementation Specialists

ONE TO ONE INTERACTIVE

Web Analyst - October 2010 – March 2011

- Ran paid-media reporting for our biggest Telco and Financial Services customers
- Used Omniture, Google Analytics, DART, and other tools to pull website performance metrics

**** One to One Interactive went out of business in 2012 ****

STEINER SPORTS MARKETING

Director, Email Marketing - October 2009 – October 2010

- Ran email marketing department and all aspects of outbound marketing
- Managed: Adobe Target, Salesforce ExactTarget, and Microsoft Dynamics CRM

SYRACUSE UNIVERSITY FOOTBALL

Graduate Assistant Coach - May 2008 – May 2009

- Our G.A. team maintained a multi-million-dollar budget and assisted on-field with position groups
- Maintained and organized electronic media in coordination with the Sports Information Office

References gladly furnished upon request