

JEFF LITHERLAND

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SENIOR SALESFORCE MARKETING ADMINISTRATOR

Salesforce marketing professional specializing in marketing automation, lead lifecycle, data hygiene, and sales alignment. Expert at blending creative campaign development with seamless system interoperability across teams and marketing stack with Salesforce as the core vehicle. Salesforce Certified Administrator with over 10 years of hands-on experience.

WORK EXPERIENCE

- **Lead Creation & Sales Engagement Automation:** Marketing B2B strategies that drove revenue from \$5M to \$60M by leveraging deep customer data insights throughout the lead-to-sales delivery with AI and automation.
- **Marketing Automation Account Engagement/Pardot:** Built a lead generation system producing 520 qualified Salesforce leads monthly for 10+ years.
- **Flow Process Automation:** Created Flow processes generating 7,159 website conversions and 3,427 tracked calls in 2024 in Salesforce.
- **Campaign Influence & ROI Attribution:** Drove a 358% email reach increase (48K to 220K subscribers) and boosted monthly web traffic from 3,000 to 35,000 users with multi-touch attribution.
- **Advanced Reporting, Dashboards, and Analytics:** Managed enterprise-level Salesforce for 10+ years, integrating AI automation for streamlined reporting and trend analysis.
- **Data Hygiene, Monitoring, and Best Practices:** Automated inventory, sales, and order processing by integrating data pipelines between NetSuite, Salesforce, and WooCommerce for multiple teams.
- **CRM Security, Setup, Onboarding, and User Management:** Established a secure Salesforce structure supporting sales team growth and visibility over years of Sales Cloud iterations.
- **Business Analysis & Growth Strategies:** Provided actionable business intelligence for sales funnels, digital campaigns, physical collateral, and web launches over 12 years.

SKILLS

Languages:	SQL, JavaScript, CSS/CSS3, HTML5, PHP, Unix Console, JSON
Frameworks:	Salesforce Flow, Mulesoft for Flow, WordPress, WooCommerce, WP Engine, PHP Native
Tools:	Salesforce Sales Cloud, Dataloader, Slack, Adobe CS, MySQL, PowerPoint, Excel, Canva Pro, Postman, PRWeb, Hootsuite, Jira
AI:	Salesforce Agentforce, SF Einstein, Zapier, ChatGPT, Claude, Gemini, Adobe Suite Generative AI, LiveChat Bot, Grammarly Pro, SemRush, Scripted.com, Canva AI, Originality.ai, Gamma
Platforms:	Salesforce AE(Pardot), Zapier, Netsuite, Zoho One, Conga Composer, Google Adwords, Google Analytics, Social Ad Platforms, Teams, LiveChat, Git/Github, Sourcetree, Zoominfo, SurveyMonkey, Gravity Forms
Soft Skills:	Salesforce Certified Administrator, Creative Director, Marketing Team Lead, Integration Specialist, Contract Manager, Lead Marketing Data Analyst, GTM Strategic Coordinator, AI Orchestrator, CRM Data Hygienist, PHP Developer, Website Developer, E-commerce

WORK HISTORY

Bluewater Battery Logistics, LLC. – Marketing Integration	Nov 2025 - Current
Global Power Supply, LLC. - Director of Marketing	Oct 2012 – Aug 2025
The Territory Ahead - E-Commerce Design Manager	Sep 2008 - Oct 2012
Media 27, Inc. – Web Producer and IT Support	July 1994 - Oct 2008

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Fine Arts Photography & Color Technology - Brooks Institute, Santa Barbara
Certificate in Education Program Unix & Oracle SQL - University of California, Santa Barbara
Salesforce Certified Administrator 2025/2026 - Salesforce