

Andra Arevalo

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781-799-9074

Pre-Sales Experience

Senior Solution Engineer, Pardot

April 2019 - present

Salesforce; *San Francisco, CA*

- Partner with sales team to deliver personalized demonstrations of Pardot, filled with cross-cloud storytelling and value, and validating technical implications with the greater Salesforce ecosystem
- Conduct customer discovery to understand challenges, goals, obstacles, and success metrics for the sales cycle
- Engage with cross-functional teams to deliver enablement of new product features to the greater sales and solution engineering teams
- Influence over \$500mm in pipeline every quarter
- Provide feedback on an ongoing basis to Product Marketing to influence the roadmap based on customer requirements

Global Solution Consulting Principal

June 2017 - December 2018

Kahuna; *Redwood City, CA*

- Led the launch of Kahuna's first APAC office, onboarding and training the local sales team and being a key contributor to over a dozen closed-won deals in four months
- Designed sales enablement and customer success materials for global regions
- Worked on virtually all accounts and supported all global regions
- Focused on B2C accounts in Marketplaces and Classifieds industries, playing a key role in providing product development direction from prospective customer requirements
- Worked cross-functionally to ensure proper deal execution, customer onboarding, and product marketing approach

Enterprise Solutions Consultant

November 2015 – April 2017

Persado; *San Francisco, CA*

- Project management of cross-functional teams to conduct paid POCs for incoming clients
- Led the initiative to expand product offerings to include digital advertisements and Facebook ads
- Developed detailed ROI projections for prospective clients, working closely with the data science team
- Focused on B2C retail and e-commerce accounts with revenues >\$1b

Solutions Consultant

February 2013 – October 2015

Oracle; *Boston, MA & San Francisco, CA*

- Developed expertise in Eloqua, Compendium, and SRM with cross-training in Responsys, BlueKai, and e-commerce
- Presented Compendium content marketing solution to Forrester for wave report evaluation
- Lead SC on Eloqua, Compendium, and SRM for first ever all-OMC deal sold to enterprise client
- Led single and cross-product training for various sales teams and cross-product SCs

Certificates

Salesforce Certified Pardot Specialist

Issued April 2019

IAB Digital Fundamentals

Issued June 2016

Education

Master of Arts, Communicology

August 2012

University of Hawai'i; *Honolulu, HI*

GPA: 3.97

Bachelor of Arts, Communication

May 2009

Michigan State University; *East Lansing, MI*

GPA: 3.97

Languages

English

(fluent, native)

Latvian

(advanced, native)

Spanish

(basic speaking, intermediate comprehension)