

# ANDREW (DREW) SMITH

## CREATIVE AUTOMATION & AI CONSULTANT

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NAGA, PHILIPPINES

### OBJECTIVE

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Leverage 10+ years of expertise in Sales and Marketing alignment, CRM administration, data-driven insights, and automation to drive efficiency and impact with my clients as a valued consultant.

### SKILLS & ABILITIES

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Skilled in automating and optimizing Sales & Marketing workflows to boost lead conversion, customer engagement, and revenue growth. Experienced in collaborating with cross-functional teams worldwide to drive impactful business results.

### CERTIFICATIONS

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**Salesforce:** Administrator, Advanced Administrator, Platform App Developer, Sales Cloud Consultant, Marketing Cloud Email Specialist

**Make:** Basic, Intermediate, Advanced

**Demandbase:** ABM Foundations

**Criteo:** Advertising Professional

### EDUCATION

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2021 **Foundations Certificate, Data Science**

University of California, Berkeley, Haas School of Business

2002 **Bachelor of Arts (Marketing & Japanese)**

University of Wollongong

### WORK EXPERIENCE

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2023 - Present **Creative Automation & AI Consultant**

Drew Smith Freelancing | Philippines

- Provide specialist advice and services to Small Businesses, Medium Business and Enterprise clients relating to CRM, automation and AI.
- Automate 100s of repetitive tasks across all clients to improve efficiency and resource allocation.
- Integrate many industry-leading apps with CRM and databases for clients to achieve seamless data flow and connectivity.

- Assist clients to optimize Sales & Marketing processes to enhance customer engagement, team productivity and workflow scalability.
- Implementation of AI-driven agent-solutions for smarter, more efficient workflows.

## **2022 - 2023 Director of Marketing Performance & Analytics**

ADP (Automatic Data Processing) | Singapore

- Collaborated with teams across EMEA, LATAM, and APAC in an international role.
- Enhanced Salesforce CRM processes with IT, such as Bombora intent data integration.
- Led "Lead Depot," a lead management transformation project improving lead quality and conversion ratios.
- Partnered with SDRs to optimize inbound/outbound processes and reporting, driving 25% lead growth in AUS/NZ.
- Developed a TAM (Total Addressable Market) data process to support TAL (Targeted Account Leads) and ABM initiatives.
- Maintained and improved data quality in Salesforce and Eloqua for leads, contacts, and accounts.
- Created funnel reporting for VP-level analysis and regional performance tracking.

## **2020 - 2021 Senior Manager Marketing Operations**

Criteo | Singapore

- Global Role managing Pardot and Demandbase optimization, adoption across marketing, and maintenance.
- Salesforce SME (Subject Matter Expert), collaborating with IT to enhance features and drive adoption.
- Led Global Lead Management, ensuring Marketing and Sales alignment through data monitoring.
- Established & optimized APAC Telemarketing, improving inbound/outbound performance reporting (Award).
- Drove ABM strategy, developing targeted "Plays" across Demandbase, Pardot, and Salesforce.
- Enhanced Salesforce data quality using InsideView and DiscoverOrg.
- Delivered quarterly funnel reports for CMO and regional performance analysis.

## **2018 - 2020 Head of Automation & Intelligence, APAC**

McCorkell & Associates | Australia, Japan & Singapore

- Successfully acquired and maintained a new business portfolio of up to \$1M SGD annually in MarTech and Intelligence services.
- Led product development of new MarTech services with India-based operations to optimize P&L.
- Mentored and managed a team of six senior Automation and Data Specialists.

## **2016 - 2018 Senior Marketing Consultant APJ**

Superdrive | Japan

- Developed and delivered a pitch deck and engagement strategy that secured new business with HP Enterprise.
- Served as an onsite resource for operational optimization, focusing on improving web form lead capture and enhancing data usage in nurture journeys.
- Key role in the development and presentation of a successful win of RFP for Philip Morris Japan's ICOS business.

### 2014 - 2016 **Regional Marketing Manager, Automation & Analytics**

Verizon Enterprise | Australia & Japan

- Served as APAC Subject Matter Expert and Marketing Automation Lead for Aprimo platform implementation, establishing campaign processes, operational standards, and email marketing optimization.
- Led APAC marketing data management and Salesforce CRM lead management initiatives.
- Created comprehensive Salesforce CRM dashboard reporting and campaign performance analytics used by APAC Sales Operations and Field Marketing teams.

### 2013 - 2014 **Marketing Manager, Operations**

Hewlett Packard | Australia

### 2013 **Program Manager, Nonprofit**

Salesforce | Australia

### 2012 - 2013 **Marketing Manager**

Lexmark | Australia

### 2003 - 2011 **Marketing Manager**

Sony Electronics | Australia & Japan

## VOLUNTEERING EXPERIENCE

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- 2025 **Bridges of Hope, Philippines:** Drug, Alcohol and Depression Rehab Center in Naga City
- 2023 – 2024 **Ostomy Association, Singapore:** Assisting with speaking and marketing activities

## AWARDS

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- 2020 **Standing Ovation Award:** Criteo (Lead Management)
- 2015 **Innovation Award:** Verizon (Marketing Automation Lead Nurturing)
- 2015 **Performance Excellence Award:** Verizon (Salesforce Reports & Dashboards)
- 2013 **All Star Award:** Salesforce Foundation (Marketing Materials Creation)

## PERSONAL INTEREST ACHIEVEMENTS

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- 2024 **5i50 Ironman Triathlon:** Completed my first 5i50 Ironman Triathlon
- 2022 **70.3 Ironman Triathlon:** Completed my first 70.3 Ironman Triathlon