

Salesforce Marketing Consultant



Professional summary

Salesforce Engineer with 3+ years of experience in Salesforce Implementation using Flows / Processes and other no-code tools. Has strong understanding of SFMC architecture and connection between different Salesforce Clouds, SFMC Connector, Email Studio, Advertising Studio Hands-on experience with different modules of Marketing Cloud, Marketing Programs Automations, Campaign Management, A/B Testing. Engaged in implementing of public sites and internal portals, and integration between different systems. Possesses domain expertise in Salesforce.com Sales Cloud, Service Cloud. Has strong communication, writing and presentation skills on requirements analysis, gathering and transferring to development and testing side. Self-motivator, quick-learner, stress-resistant person with strong problem-solving skills. Has experience of working onsite in Europe.

Industries

Multimedia, Travel, Sales & Marketing

Technologies and tools

- JavaScript, AMPScript
- Salesforce
- SQL
- Email Studio, Content Builder, Journey Builder, Automation Studio
- Marketing Cloud, Marketing Cloud APIs, SSJS, SFMC FTPs
- HTML5, CSS3

PROJECTS

Video Game Company

Duration: 11.2019 – till now

Customer is a video game developer, publisher, that specialized on MMO and mobile games.

Team

15 specialists

Position

Salesforce Marketing Cloud Engineer

Responsibilities

- Set up synchronization with Salesforce org
- Set up tracking data fetching
- Built dynamic emails, footers, blocks using Content Builder, AMPScript
- Developed and supported landing pages using Cloud Pages and AMPScripts
- Built target audiences for marketing campaigns using SQL and Filter activities
- Set up customer Journeys
- Defining and configuration security roles - parent/child business unit hierarchy
- Built automation – SQL Queries, Filters, Imports, Exports
- Configured SF Marketing Cloud FTPs
- Created Triggered Sends, REST API for Triggered Sends

Technologies and tools

- JavaScript, AMPScript, SQL, Email Studio, Content Builder, Journey Builder, Automation Studio, Marketing Cloud, Marketing Cloud APIs, SSJS, SFMC FTPs, HTML, CSS

Travel Advisory Agency Salesforce Implementation

Duration: 06.2018 – 11.2019

The company is a collection of authentic and uncommon luxury hotels. Comprised of more than 400 hotels in over 80 countries, our hotels embody the very essence of their destinations.

Team

8 specialists

Position

Salesforce Marketing Cloud Engineer

Responsibilities

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Technologies and tools

- JavaScript, AMPScript, SQL, Email Studio, Content Builder, Journey Builder, Automation Studio, Marketing Cloud, Marketing Cloud APIs, SSJS, SFMC FTPs, HTML, CSS

Retail Clothing Company

Duration: 04.2017 – 06.2018

The Client is a British private limited company. It operates two international retail clothing chains. In 2018, the company reported 181 stores in the UK and over 1,000 stores around the world.

Team

11 specialists

Position

Salesforce Marketing Cloud Engineer

Responsibilities

- Managed business units, configured data flow between business units
- Built automations to retrieve customer preferences updates logs, imports from Heroku, customers segmentations and campaigns
- Supported custom preference center of two different brands
- Planned switching Standard SFMC connector to custom one
- Deployed marketing campaigns using Journey Builder and Automation Studio
- Built and updated triggered sends
- Prepared plan to switch from Hybris e-Commerce to Salesforce Commerce Cloud
- Personalization Builder Configurations- setting up Product catalog import, enabled
- Product catalog streaming update, status log console monitoring
- Administer Audience Creator Tool (enhanced customers segmentation) – delivered by Emark

Technologies and tools

- JavaScript, AMPScript, SQL, Email Studio, Content Builder, Journey Builder, Automation Studio, Marketing Cloud, Marketing Cloud APIs, SSJS, SFMC FTPs, HTML, CSS