

# CONNOR READNOUR

## LINKS & CONTACT INFO

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## SUMMARY

Certified ISTQB Tester and Dual Salesforce Certified Professional with 10+ years of experience leveraging a wide array of software tools and programming languages.

## SKILLS

- Salesforce Marketing Cloud (SFMC)
- Automation Studio, Journey & Contact Builder
- Web Studio Cloud Pages & Email Testing
- Unit, A/B & User Acceptance Testing
- Test Case creation and execution in qTest
- MS SQL Server, MySQL, Presto
- HTML, CSS, JavaScript, SQL, AMPscript
- Bootstrap, Responsive Web Design
- MS Excel, SharePoint, Lucidchart
- Jira, Chrome Dev Tools

## EXPERIENCE

### **ROBERT HALF**

#### **Marketing QA Analyst III | Nov 2022 – March 2025**

- Designed and executed over 25,000 Email, Journey, and Automation test cases, ensuring seamless functionality of all links, CTAs, dynamic data, UTM parameters and fallbacks within each email, in accordance with the requestor's specifications.
- Conducted A/B testing within Salesforce Marketing Cloud to compare different email content, subject lines, CTAs, dynamic content blocks and send times within journeys, optimizing open rates, click-through rates, and overall campaign performance.
- Validated hundreds of Journeys and Automations for email campaigns in Salesforce, utilizing Journey Builder, Automation Studio and Query Studio.
- Utilized SQL queries in Salesforce Marketing Cloud (SFMC) Query Studio to validate data accuracy by checking record counts and identifying null values and duplicates in data extensions.
- Crafted the folder structure used to organize all the Marketing Automation email campaign test plans for our qTest bug tracking tool.
- Delivered weekly QA Status Update emails, presenting comprehensive test case status reports from all team members, and effectively highlighting any potential blockers faced by the QA team.

## **ROBERT HALF**

### **Marketing QA Analyst I | Apr 2022 – Nov 2022**

- Triaged and verified reported issues with the Salesforce Marketing Cloud product, as well as updated manual test cases as needed.
- Managed test plans in SharePoint and qTest while utilizing the Content Builder and Email Studio in Salesforce Marketing Cloud to perfect client and candidate email campaigns.
- Collaborated with the Marketing Technology Enablement Team to verify styling and content of email campaigns.

## **PINCHME**

### **Data Analyst | February 2022 – April 2022**

- Developed ad hoc SQL reports in Treasure Data to pull relevant data, metrics, and trends from multimillion row databases to analyze and translate this into actionable insights for the business.
- Facilitated a data-driven culture by building and managing several dashboards to display impactful metrics to our CEO, CFO, and other key stakeholders within the company.
- Completed data pull and email list requests that came in from all branches within the business.
- Collaborated with Product/Marketing/Finance team to develop key metrics of product success and financial health from a user and business perspective.

## **CPSC SOLUTIONS**

### **Quality Assurance Analyst | May 2021 – January 2022**

- Wrote over 1,000 test cases for staff portal workflows and functionality in Salesforce applications and created over 500 accounts and contacts in Salesforce for testing purposes.
- Traced several hundred test cases to business requirements and user stories, then recreated defects logged by the client during Unit, Integration, Regression, and User Acceptance Testing.
- Analyzed Salesforce application requirements and user stories in Jira and SharePoint to create test cases for usability enhancements, automation, and new functionality.
- Engaged with teammates in daily testing standup calls to review assignments and issues, as well as daily triage meetings to review defects with the development team.

## **ROBERT STEPHEN CONSULTING, LLC**

### **IWMS Administrator | August 2018 – September 2020**

- Built SQL queries in SQL Server Management Studio, Crystal Reports, Archibus Smart Client, and Excel to extract customer data for actionable insights such as rentable square feet, terminations, new hires, and moves on a weekly, monthly, and yearly basis.
- Developed over 25 responsive SpaceView Bootstrap webpages using HTML5, CSS3, and JavaScript, while also having unit tested hundreds of design and functionality updates.

- Utilized AutoCAD software to assemble Architectural, Interior, and Facilities Management drawings, and Polylined an average of at least 30,000 square feet of CAD drawings into our ARCHIBUS database each day.

#### **APPLIED SYSTEMS, INC.**

#### **QA Testing Analyst | Aug 2015 – July 2018**

- Generated production databases and wrote DDL/DML T-SQL Queries in Microsoft SQL Server 2008 – 2016 to construct SQL reports and dig deeper into ETL data migration issues.
- Managed hundreds of client conversions to Applied Systems EPIC insurance agency management software from various source systems such as TAM, INSTAR and VISION using the Pervasive ETL Suite including the Pervasive Data Integrator and Data Profiler.
- Completed extensive research of data conversion bugs while working closely with our implementation team to come up with the best solution to our client's problems, while also designing workflow and troubleshooting documentation for department wide use.
- Identified bad data or code defects and approved new functionality in EPIC software during initial, regression, release, and user acceptance testing.

## **EDUCATION**

AUGUST 2015

### **B.S. in Operations Management & Information Systems**

Northern Illinois University

GPA: 3.3 / 4.0

## **CERTIFICATIONS**

### **Certified Tester Foundation Level**

MARCH 2025, Issued by ISTQB

### **Salesforce Certified AI Associate**

OCTOBER 2024, Issued by Salesforce

### **Salesforce Certified Marketing Associate**

SEPTEMBER 2024, Issued by Salesforce

### **MTA: Database Fundamentals Certification**

APRIL 2021, Issued by Microsoft

### **JavaScript Fundamentals Certification**

MARCH 2021, Issued by W3Schools