

CONNOR READNOUR

LINKS & CONTACT INFO

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SUMMARY

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

SKILLS

- Salesforce Marketing Cloud QA
- Automation Studio, Journey & Contact Builder
- Web Studio Cloud Pages & Email Campaign QA
- Unit, Smoke, A/B & User Acceptance Testing
- VLOOKUP, Pivot Tables, Macros & Functions
- SQL Server, MySQL, Presto
- HTML, CSS, JavaScript, SQL, AMPscript
- Azure DevOps Test Plans
- Bootstrap, jQuery, Responsive Design
- Jira, qTest and Excel for defect tracking

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.
- Performed comprehensive UAT testing for marketing emails by validating styling, data logic, and dynamic data in client-facing marketing emails, ensuring alignment with business specifications and compliance standards.
- 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.
- 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 MarTech Enablement Team to verify styling & content of emails.

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 test cases for staff portal workflows and functionality in Salesforce applications and created 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 requirements and user stories in Jira and SharePoint to create test cases for usability enhancements, automation, and new functionality for Web Studio Cloud Pages.
- Created and executed detailed test cases in Azure DevOps Test Plans for Web Studio Cloud Pages, validating front-end functionality and data accuracy across multiple environments.

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 responsive SpaceView Bootstrap webpages using HTML5, CSS3, and JavaScript, while also having unit tested design and functionality updates.

- Utilized AutoCAD to assemble Architectural, Interior, and Facilities Management drawings, and Polylined around 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.
- Collaborated with developers and business analysts in Agile sprints to write Java-based validation script test cases that aligned with acceptance criteria and functional requirements.
- Integrated automated test suites with CI/CD pipelines to enable continuous testing and faster feedback cycles during deployments using in house JDBC programs.
- 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 Applied EPIC Insurance AMS software during initial, regression, release, and user acceptance testing.

EDUCATION

NORTHERN ILLINOIS UNIVERSITY - AUGUST 2015

B.S. in Operations Management & Information Systems
Minor in Psychology

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