

**XENG XIONG**

Minneapolis, MN  
612 221-3548 ✦ xiongxeng@gmail.com

**MARKETING CLOUD EMAIL SPECIALIST**

*Software Development ✦ System Design ✦ Process Improvements*

Dynamic, detail-oriented, bilingual Software Engineer with experience and a focus on software engineering and designing/developing applications. Analytical Engineer with a proven track record of excelling at learning new technologies and successfully applying them to develop clean and well-structured code. Self-disciplined, highly organized professional with the ability to thrive in high-paced environments. Outstanding presentation and communication skills and works exceptionally well within a team environment and individually. Superior analytical, time management, collaboration and problem-solving skills.

- Experience in Java and C#
- 2+ years enabling, enhancing in Marketing Cloud
  - Ampscript, SSJS, Cloudpages, Rest/Soap API
- 2+ years integrating Sales Cloud and Service Cloud
- Familiar with SQL Server SQL and using them in Automation Studio
  - Use complex queries to aggregate and create Data Extensions
- Efficient in creating Journey Builders
  - Use multiple entry source (Salesforce Data Entry Source, Data Extension, API's)
- Experience in preparing Marketing Cloud campaigns
- Lead Onsite and Offshore team
- Ability to manage multiple projects and lead multiple teams
- Act as SME and Technical Lead for onsite/offshore Team, building and implementing Marketing Cloud
- Experience creating Cloud pages

**CORE COMPETENCIES**

- |                                   |                              |              |
|-----------------------------------|------------------------------|--------------|
| ▪ Application Programming         | ▪ Object-Oriented Technology | ▪ Web Design |
| ▪ Software Development Life Cycle | ▪ Agile/Soap Methodologies   |              |

**EDUCATION**

**Brown College, MN: July 2011**

*Bachelor of Science in Computer Science (GPA: 3.65)*

**University Of Phoenix, MN 2015**

*Masters in Management Information Science (GPA: 3.8)*

**TECHNICAL SKILLS**

**PROGRAMMING LANGUAGES**

Java, JavaScript, HTML, CSS,

**DATABASE MANAGEMENT  
CRM**

SQL, DatoRama, DatoRama, Snowflakes  
Salesforce, Salesforce Marketing Cloud

**Methodologies**

Agile, Waterfall, Scrum, Kanban

**Certificates**

Marketing Cloud Email Specialist

**PROFESSIONAL EXPERIENCE****Freelancer ✦ Feb 2021 – Current****Marketing Cloud Email Specialist / Developer**

- Integrate SalesCloud, Service Cloud, DatoRama, Snowflakes with Marketing Cloud
- Enhance RRDnnely automation process to save 10k a year
- Develop Emails Template using html, css, javascript and ampscript
- Custom build Cloud Pages
- Set up and Implement Business Units
- Worked on Automation Studios and related activities
- Create Accounts, Data Extensions, Automations, Users, and Roles for 7+ Business Units
- Provide support, training, and best practices
- Implement Distributed Marketing Interactive Emails and Return Path
- Integrate Salesforce by using Marketing Cloud Connector
- Work to ensure data flow into DatoRama
- Work with Litmus to create emails and enable tracking
- Coordinate with offshore team to improve the overall process
- Create custom landing pages
- Migrate Journeys running on hourly intervals to Salesforce Data Entry Source to enable Real-time send

**MGM Liquor Store / Quality Auto Sales ✦ March 2020 – Sept 2020****Freelancer / Marketing Cloud**

- Create Journeys and Email Template
- Oversee sweepstake campaign
- Develop Emails Template using html, css, javascript and ampscript
- Oversees 2 business unit
- Created Automation queries that populate Data Extensions that is used in Journey to send promotional emails to customers who signed up for our subscription
  - Discount Emails / New availability on cars / Birthday promotion
- Create Data Extensions

**J & E ✦ March 2015 – Jan 2023****Software Engineer / 2<sup>nd</sup> Shift Supervisor**

- Design and implement software solutions in C++ to automate sheet metal fabrication
- Mentor and provide training to shop personnel so they can use software
- Conduct regular maintenance and update software as needed
- Oversee 2<sup>nd</sup> shift
- Identify all issues in team and provide continuous support to all employees according to operating standards
- Supervise effective working of production personnel and prepare effective production schedules and ensure compliance to all company policies

**Detailed Professional References Available upon Request**

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