XENG XIONG

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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)

University Of Minnesota, MN 2023
Full Stack Web Development - present

TECHNICAL SKILLS

SKILLS	Java, JavaScript, HTML, CSS, React.js, Node.js, Express.js, MongoDB, mySQL, jQuery, Bootstrap, REST APIs, JSON, Git
DATABASE MANAGEMENT	SQL, DatoRama, DatoRama, Snowflakes
CRM	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 RRDonnnely 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 / 2nd 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 2nd 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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