

# Jayson D. Hazelbaker

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## Summary of Qualifications

- Extensive Salesforce Marketing Cloud experience - AMPscript, HTML, JavaScript, CSS, SQL
- Experienced in developing & implementing innovative technical solutions via automation
- Detail oriented problem solver passionate about developing tools designed to increase efficiency

## Professional Experience

### brn digital ([brn.digital](http://brn.digital))

Cincinnati, OH  
2017 to Present

#### Salesforce Marketing Cloud Automation Solutions Engineer

- Responsible for the development and optimization of email and SMS marketing automations via Salesforce Marketing Cloud (~50 marketing, reminder and feedback journeys)
- Heavily leveraging emerging technologies for increased ROI (MovableInk, Ampscript, ReturnPath Dynamic Optimization, Salesforce Einstein)
- Increased performance YOY (open rate and unique clicks ~30%, CTR ~60% and goal completions ~100%)
- Integrated client's Salesforce Marketing Cloud with a Service Cloud instance via Marketing Cloud Connector for expanded omni-channel communications and customer interaction points
- Continuously improving CRM hygiene and data normalization for advanced segmentation & targeting
- Expanded client's current campaign strategy with MovableInk (leveraged website API for dynamic content that is always relevant at time of open)
- Developed reporting automation for internal chat/sales team that reduced working hours by 500%

### Digital Media Group Inc. | WOWSHOT ([digitalmgi.com](http://digitalmgi.com) | [wowshot.pl](http://wowshot.pl))

Cincinnati, OH  
2012 to 2017

#### Systems Integration Engineer

- Developed innovative in-house tools & scripting that integrated our image map production pipeline with our MIS/DAM(LAMP) & client portals
- Contributed to the integration of a 250k+ image/yr product visualization pipeline for a majority of Procter & Gamble's brands
- Increased productivity of departments up to 800% while improving quality and reducing errors, freeing up talent for additional products and services while maximizing profit

#### Production Manager

2009 to 2012

- Managed team of 10+ production artists, developing image map pipeline for product visualization
- Produced video training library and sites to supplement advancements in automation technologies

#### Production Artist / Mac Administrator

2005 to 2009

- Handled preparation of production artwork into assets suitable for product visualization
- Managed deployment and management of 20+ dual operating system mac

### New Fidelity Productions

Cincinnati, OH  
2003 to Present

#### Producer, Engineer, Editor, Visual Effects, Composer, Musician

- Produced & engineered commercial & corporate videos, original music, & multimedia
- Engineered Citybeat's 2003 Record of The Year for Death in Graceland's "Come On, Touch Me"

## Education & Training

### University of Cincinnati, CCM

Cincinnati, OH  
1999 to 2004  
1999 to 2004  
2000 to 2001

#### Bachelor's Degree (Electronic Media) *emphasis in development & audio engineering*

- Audio Engineering Society UC Student Chapter (Vice-President 2004)
- University of Cincinnati Bearcat Bands

### Esko Academy

2013

- Advanced Automation Engine & PackEdge

### Squared Online

2014 to 2015

- Certificate in Digital Marketing (Digital Marketing and Leadership Program)

## Technologies

- |                              |                          |                     |                  |
|------------------------------|--------------------------|---------------------|------------------|
| • Salesforce Marketing Cloud | • HTML/CSS/Javascript    | • Adobe Illustrator | • Esko PackEdge  |
| • Automation Studio          | • Google Analytics       | • Adobe Photoshop   | • Esko Webcenter |
| • Journey Builder            | • Google Data Studio     | • Adobe Premiere    | • Foundry Modo   |
| • Mobile Studio              | • Movable Ink            | • Applescript       | • jQuery         |
| • Advertising Studio         | • ReturnPath             | • Automation Engine | • PHP            |
| • Social Studio              | • Informatica Validation | • Deploy Studio     | • Synology DSM   |
| • Ampscript                  | • Adobe After Effects    | • Esko ArtPro+      | • VMware Fusion  |
| • SQL                        | • Adobe Extendscript     | • Esko Color Engine | • XML/XMP        |