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) — Cincinnati, OH
Salesforce Marketing Cloud Automation Solutions Engineer — 2017 to Present

- 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 | wowshot.pl) — Cincinnati, OH
Systems Integration Engineer — 2012 to 2017

- 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
Producer, Engineer, Editor, Visual Effects, Composer, Musician — 2003 to Present

- 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
Bachelor's Degree (Electronic Media) *emphasis in development & audio engineering* — 1999 to 2004

- Audio Engineering Society UC Student Chapter (Vice-President 2004) — 1999 to 2004
- University of Cincinnati Bearcat Bands — 2000 to 2001

Esko Academy

- Advanced Automation Engine & PackEdge — 2013

Squared Online

- Certificate in Digital Marketing (Digital Marketing and Leadership Program) — 2014 to 2015

Technologies

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