



# ZACH BIRNER

Software Engineer

## CONTACT

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## EDUCATION

**FLORIDA GULF COAST UNIVERSITY**  
**Fort Myers, FL**

*B.S. Software Engineering*  
*(May 2018)*

## ADDITIONAL SKILLS

Salesforce  
AMPscript  
SQL  
HTML/CSS  
C#

## AWARDS AND CERTIFICATIONS

Marketing Cloud Email  
Specialist

2018 Hertz Hackathon  
1<sup>st</sup> Place – Augmented Reality  
Challenge

## REFERENCES

Julie Cooner - Hertz  
CRM Solutions Director  
(239) 344-6399  
[jcooner1@hotmail.com](mailto:jcooner1@hotmail.com)

Julie Krueger - Hertz  
Value Added Services Director  
(239) 849-2820  
[jcquimbyflorida@hotmail.com](mailto:jcquimbyflorida@hotmail.com)

## CAREER OBJECTIVE

I am a focused professional with two years of corporate experience in programming and Salesforce Marketing Cloud development. Leveraging my knowledge and skill set, I will be able to successfully deliver on business requirements in the Salesforce Marketing Cloud Specialist role.

## PROFESSIONAL EXPERIENCE

### CRM SOLUTIONS DEVELOPER

*Hertz, Estero, FL / May 2018 – April 2020*

- Create, develop, and implement technical solutions in Email, Mobile, and Web Studio to accomplish B2B and B2C marketing and communication business objectives.
- Use Automation Studio and Journey Builder to develop automated processes that segment audiences and aggregate supporting data to fuel marketing and transactional campaigns.
- Maintain and update processes across multiple Marketing Cloud products for dynamic marketing campaigns and transactional messages across multiple brands, channels, and global regions.
- Use Marketing Cloud Analytics Builder to create in depth reports that analyze customer engagement and overall campaign success.

## PROJECTS

### CONCERT/TOUR DATABASE + WEBAPP

- Leverage the TicketMaster Discovery API to develop and maintain a relational database of bands and artists that are currently on tour.
- ASP.net MVC Web App with C# back end to facilitate querying database and displaying results.
- SQL Server Database for storing past and present concert, tour, and festival data.