Rebecca Spath

Salesforce Digital Marketing Cloud and Email Developer

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EXPERIENCE

SFMC and Pardot Developer · United Healthcare
Remote · Mar 2022 · Present

- **Pardot**
  - Developed and maintained engagement automations in Pardot including email sends and lead scoring activities
  - Configuring completion actions for leads based on business requirements
  - Transforming business narratives/requirements into segmentation within Pardot
  - Adding and editing score categories and configuring lead score decay
  - Syncing Pardot prospects with SFMC
  - Creating and maintaining landing pages and forms
- **SFMC**
  - Managed end-to-end execution of email campaigns within SFMC using Journey Builder and Automation Studio including API-triggered journeys
  - Worked with a Scrum/Agile framework to scope work through epics, stories and subtasks
  - Used Jira Query Language to create filters and dashboards
  - Worked with the CDP to create activations and connect them to Salesforce Marketing Cloud
  - Lead Content architecture decisions and executed them using AMPScript and SSJS

Salesforce Marketing Cloud Analyst · Edelman Financial Engines
Remote · Oct 2018 · Feb 2022

- Queried data views to analyze subscriber attribute structure
- Used Ampscript to create dynamic content, loops and error handlers for highly dynamic email and SMS templates
- Developed and supported a million+ subscriber base and more than 40 annual automated campaigns
- Used data filters and SQL queries to maintain and verify subscriber data
- Used SQL queries for database research
- Developed scripted templates using AMPScript loops and functions
- Converted content blocks from flat HTML to content builder

Salesforce Marketing Cloud Developer · Sony Pictures Entertainment
Los Angeles, CA · Jan 2016 · Mar 2018

- Maintained, developed and deployed email campaigns
- Coordinated QA testing with 20+ stakeholders
- Supported business requirements gathering as part of an Agile workflow
- Refactored HTML/CSS/AMPScript content in Email Studio
- Supported migration from Classic Content to Content Builder

EDUCATION

BA Linguistics, German · Western Washington University