Bilyana Angelova Ancheva
Salesforce Marketing Cloud Consultant

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About Me

I am a x3 certified Salesforce Marketing Cloud Engagement Consultant aspiring to specialize as a Marketing Cloud Developer.
I want to continue developing my AMPScript, HTML & CSS coding skills.
I have previous experience in B2B environments and thrive in a dynamic, fast-paced environment while demonstrating strong judgment, curiosity, and adaptability

Work Experience

Salesforce Marketing Cloud Consultant | Cloud Coachers

Madrid, Spain, hybrid/remote
June 2023 to October 2023

As a Marketing Cloud Junior Developer, I was working under the guidance of the Senior Marketing Cloud Developers at Cloud Coachers

- Tested UAT mobile app in Android for MobilePush msg, SFMC Journey Builder Real-time event with REST API event testing with Postman

- Hands-on experience with SFMC Automation Studio, setting up and managing marketing automations, including trigger-based journeys and real-time API integrations.

- SQL for segmentation and data view queries via QueryStudio.

- Worked with Data Filters with manual and automatic Refresh and Filtered Data Extensions.

- Email personalization with AMPscript to improve engagement

- Worked with Trello in Agile and Scrum ceremonies

Salesforce Certifications

Trailblazer Profile

https://www.salesforce.com/trailblazer/bancheva

Languages

English Advanced C1
Spanish Advanced C1
Bulgarian Native

Soft Skills

Effective Communication
Attention to Detail
Results Focussed
Adaptability
Data interpretation

Email Marketing Specialist
Freelance, remote

Oct 2021 - May 2023

- MOA Marketing Cloud Developer Bootcamp 2023: Individual project, Nota Proyecto final: 9.5 (click to preview)
- My Portfolio GitHub (click to preview) BILY HTML Email Template Project preview
- Understanding of marketing automation, segmentation, and personalization
- Knowledge of email marketing regulations including CAN-SPAM compliance, GDPR
- Test rendering of the Responsive emails with Litmus Putsmail for the different clients-Gmail, Yahoo, Outlook

New Skills added: AMPscript · SQL · Responsive HTML Email development and testing · Salesforce Marketing Cloud

Sales Manager and Presales | SaaS IT Cloud | Cybersecurity and Financial services

Madrid, Spain, office-based

2019 - Sep 2021

- Operated with Salesforce Sales and Service Cloud
- Created and updated Accounts, Contacts and Opportunities on Salesforce CRM. Worked in Agile and Scrum ceremonies
- Being a Link between Customer and IT Team.
- focus on campaigns for Partner Acquisition, Partner Lifecyle campaigns

Skills: Salesforce Sales Cloud · Customer Relationship Management (CRM)

Salesforce related courses and training (previews)

- **Cloud Coachers**-course y certification: Salesforce Marketing Cloud Admin y Essentials: Salesforce Marketing Cloud

- Trailhead Academy -**Trailblazer Virtual Bootcamp** for New marketers

- **MOA Marketing Cloud Academy** MC Developer Bootcamp - blockchain certificate

Real Projects (links to preview)
Marketing Cloud Journey for a global hotel chain, preview
 Salesforce Sales and Service Cloud Vet Clinic project, preview

Academic education
- The PowerMBA-Digital Marketing, preview
- Bachillerato homologado en España, preview
- Licenciada-English Studies – Linguistics and Translation Master Degree Programme (University of Shumen, Bulgaria)