Nasir **Watts**

✉ nasirwatts@outlook.com | ☎ 513-804-8897 | 🏠 Atlanta, GA

LinkedIn: https://www.linkedin.com/in/nasir-watts10100/ | Web: nasirwatts.com/ | Portfolio: Salesforce Built Portfolio/

"My career target not only focuses on code and programmatic equations, but also on solving business problems via various stages from its original ideas, marketing consultation, project management, automation implementation, deployment, evaluation, and maintenance."

Certifications

Salesforce Marketing Cloud Email Specialist(PDF)	*Dec 2021*
Salesforce Marketing Cloud Developer(PDF)	*Jan 2022*
Salesforce JavaScript Developer(PDF)	*May 2023*
Salesforce Platform 1 Developer(PDF)	June 2023
Salesforce Platform 2 Developer(PDF)	June 2023

Skills and Knowledge

Programming	JavaScript, AMPscript, SSJS, GTL, APEX, HTML/CSS, JSON, SOSL, SOQL, XML, Java
Frameworks/Systems/Testing	Flows, Marketing Cloud, Photoshop, Litmus, Git, GitHub, Visual Studio, Workbench, Jest, LWC, LWR, REST, SOAP API, APEX, Visualforce, WSDL, Postman, VS Code, Data Loader, SQL, FTP
Languages	English (fluent), Spanish (basic), French (basic)

Experience

Senior Consultant Technical Lead(recommendation-letter)

Wells Fargo

Jun 2022 - Jun 2023 (1 year, 1 month)

- Collaborated with cross-functional teams and marketers to deliver projects on tight deadlines.
- Expertly utilized Lightning Experience and its components to enhance the user interface and improve the user experience.
- Integrated into Salesforce with REST and SOAP operations while helping the email team with IP warming.
- Implemented custom Lightning Web Components (LWC), Flows, Apex, and Aura components to optimize business processes, leading to a 5% increase in workflow production accuracy.
- Built strong relationships with teammates, partners, and stakeholders, fostering a productive working environment.
- Worked cross-platform with marketing cloud tools such as AMPscript, SSJS, GTL, HTML, and Journey Building, contributing to the successful execution of marketing campaigns.

Salesforce Developer

Charles Schwab

Jan 2022 – Jun 2023 (6 months)

- Collaborated with cross-functional teams and marketers to deliver projects on tight deadlines.
- Expertly utilized Lightning Experience and its components to enhance the user interface and improve the user experience.
- Leveraged Apex for server-side operations, creating robust, scalable, and secure solutions.
- Implemented custom Lightning Web Components (LWC), Flows, Apex, and Aura components to optimize business processes, leading to a 5% increase in workflow production accuracy.
- Built strong relationships with teammates, partners, and stakeholders, fostering a productive working environment.
- Worked cross-platform with marketing cloud tools such as AMPscript, SSJS, GTL, HTML, and Journey Building, contributing to the successful execution of marketing campaigns.
- Continually improved workflows and data validation guidelines to increase organizational-wide business process effectiveness.
- Facilitated the migration from Selligent to Salesforce Marketing Cloud, ensuring a seamless transition.
- Developed and maintained integration code and scripts supporting data flow and synchronization using REST and SOAP operations.
- Used declarative functionality, such as Process Builder and Flow Builder, to invoke Apex code and create flows to handle complex business logic.

Lead Marketing Cloud Developer([recommendation-letter](#))
Barkley
Jan 2021 - Feb 2022 (1 year, 1 month)

- Crafted real-time emails using JSON, GTL, AMPscript, SSJS, Send-Definition, and Payload development.
- Developed Send Definitions and Payload for API sends in triggered and transactional emails.
- Surpassed project efficiency goals by 15% through effective time management.
- Contributed to the company's year-over-year revenue growth by delivering high-quality work.
- Automated the reporting process for IHOP and Applebee's coupon codes, resulting in securing a new contract.

Email Marketing Technologist
Grandin Road
Apr 2018 - Jan 2021 (2 years 10 months)

- Transitioned from the FrontGate team to the Grandin Road team to lead the Journey implementation for custom customer segmentation and A/B testing.
- Managed team projects using Basecamp.
- Used Adobe Photoshop to optimize images for the web.
- Used Google Analytics to review and improve all current marketing processes based on actionable data.
- Developed, deployed, and tested all promotional, transactional, and triggered emails.

Email Developer
FRONTGATE
Mar 2017 - Apr 2018 (1 year 2 months)

- Worked with multiple business units under the Cornerstone brand.
- Manage team projects using Basecamp.
- Used Adobe Photoshop to optimize images for the web.
- Used Google Analytics to review and improve all current marketing processes based on actionable data.
- Developed, deployed, and tested all promotional, transactional, and triggered emails.

React Developer
SS&C Primatics
May 2015 - Feb 2017 (1 year 10 months)

- Responsible for contributing to the design and development of user interfaces.
- Identified UX pain points and provided knowledgeable recommendations for implementing a unified user experience.
- Operated in an Agile-governed workplace to best use team resources while achieving project milestones.
- Worked with UI/UX designers and product managers to help design and build application user interactions.

Projects

- **Book(s):** 1) [JavaScript for Salesforce Developers](#) *May. 2023*

Apps	Description
[BMI Calculator](#)	Layout Designing, SLDS Library for CSS, Basic Form Building with HTML Validation, Exposing LWC to Experience Site, Logic Building in JavaScript, Static Resource use in CSS and LWC directive.
[Alarm Clock](#)	Layout Designing, Styling with CSS Variables, SLDS library, Dynamic Styling Using Getter, Reusable Component, Logic Building, Component Composition, Static Resources, Getters, and Directives in LWC, Ringtone, Animation of Clock, Set, and Stop of Alarm.
[Currency Converter](#)	Component Creation and Layout Designing, Styling Hooks, CSS, SLDS Library, API Integration from LWC, Standard LWC Component, Building Service Component, Basic LWC Fundamentals, Static Resource Usage in CSS and JS.
[Weather App](#)	Layout Designing, CSS Styling, API Key generation, API Call from Client-side, API Call from Server-side, LWC to APEX calling, LWC Basic data binding and hide and show.
[Note-Taking App](#)	Layout Designing, Notes created using LWC and Apex, CRUD operations, Lifecycle Hook.

Education

Wright State University
Computer Science

Dayton, OH
Sept. 2008 - Feb. 2015