

Nasir Watts

✉ nasirwatts@outlook.com | 📞 513-804-8897 | 🏠 Atlanta, GA
LinkedIn: <https://www.linkedin.com/in/nasir-watts10100/> | Website: 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. I am excited to bring my expertise to bear on your innovative projects, providing unique insights and actively contributing to achieving and surpassing your goals."

Certifications

[Salesforce Marketing Cloud Email Specialist\(PDF\)](#)
[Salesforce Marketing Cloud Developer\(PDF\)](#)
[Salesforce JavaScript Developer\(PDF\)](#)
[Salesforce Platform 1 Developer\(PDF\)](#)
[Salesforce Platform 2 Developer\(PDF\)](#)

Dec 2021
Jan 2022
May 2023
June 2023
June 2023

Skills and Knowledge

Programming	JavaScript, AMPscript, SSJS, GTL, APEX, HTML/CSS, JSON, SOSL, SQL, 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, Salesforce Lightning, Salesforce Pardot
Languages	English (fluent), Spanish (basic), French (basic)

Experience



Senior Consultant Technical Lead([recommendation-letter](#))

Wells Fargo

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

- Led cross-functional collaborations with teams and marketers, ensuring the timely delivery of critical projects.
- Implemented Salesforce integration using REST and SOAP operations and guided the email team during IP warming phases.
- Strategized the use of user-initiated sends to craft tailored emails for custom automation reports.
- Established real-time test sends using package manager in conjunction with Postman.
- Designed cloud pages to facilitate custom surveys and manage unsubscriptions.
- Pioneered the use of MobileConnect and Push for SMS, incorporating content builder to treat JSON as content for immediate sends.
- Enhanced ROI and engagement metrics by partnering with marketing experts and crafting interactive reports yielding actionable outcomes.
- Integrated expertise across multiple marketing cloud platforms like AMPscript, SSJS, GTL, and HTML, playing a pivotal role in the triumphant rollout of marketing campaigns.



Salesforce Developer

Charles Schwab

Jan 2022 – Jun 2023 (6 months)

- Engineered scalable server-side solutions using Apex, fortifying system security and robustness.
- Architected custom Lightning Web Components (LWC), Flows, Apex, and Aura components, boosting workflow production accuracy by 5%.
- Optimized workflows and data validation protocols, driving business process efficiency across the organization.
- Orchestrated a smooth transition from Selligent to Salesforce Marketing Cloud, mitigating potential disruptions.
- Crafted and upheld integration code and scripts, supporting seamless data synchronization through REST and SOAP operations.
- Empowered complex business logic solutions by leveraging declarative tools like Process Builder and Flow Builder to execute Apex code.
- Pioneered advanced scripting solutions to intricate banking account data, harnessing the power of SOQL, SOSL, and advanced Apex.



Lead Marketing Cloud Developer([recommendation-letter](#))

Barkley

Jan 2021 - Feb 2022 (1 year, 1 month)

- Deep-dived into real-time email technologies like JSON, GTL, and AMPscript, which allowed us to react swiftly to dynamic customer data.
- Championed the use of project management tools like Jira and Workfront, ensuring transparency, accountability, and timely completion.
- The combination of technical expertise and meticulous project management led to a 15% improvement in efficiency.
- Automated the reporting process for IHOP and Applebee's coupon codes, resulting in securing a new contract.
- Utilized services such as FTP for bulk downloads and implemented into SFTP for custom segmenting.



Email Marketing Technologist

Grandin Road

Apr 2018 - Jan 2021 (2 years 10 months)

- Transitioning from FrontGate to Grandin Road allowed me to leverage my experience and introduce innovative solutions.
- The primary challenge in Journey implementation was the vastness of customer data and ensuring accurate segmentation for effective A/B testing.
- By integrating Salesforce's robust Journey tools with our custom customer data, I was able to create targeted marketing campaigns that resonated with specific audience segments.



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
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