Nasir **Watts**

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*“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 have spent years studying the Salesforce platform architecture, CPQ implementation, Apex design and programming, and automating Salesforce Marketing Cloud.”*

# Certifications

[**Salesforce Marketing Cloud Email Specialist**](https://www.thetechconsultant.dev/Marketing_Cloud_Email_Specialist.pdf)**(PDF)**  *Dec 2021*

[**Salesforce Marketing Cloud Developer**](https://www.thetechconsultant.dev/Marketing_Cloud_Developer.pdf)**(PDF)**  *Jan 2022*

[**Salesforce JavaScript Developer**](https://www.thetechconsultant.dev/JavaScriptDeveloperI.pdf)**(PDF)**  *May 2023*

[**Salesforce Platform 1 Developer**](https://www.thetechconsultant.dev/PlatformDeveloperI.pdf)**(PDF)** June 2023

[**Salesforce Platform 2 Developer**](https://www.thetechconsultant.dev/PlatformDeveloper2.pdf)**(PDF)** 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

## A blue sign with white text Description automatically generated Marketing Cloud Developer

### Charles Schwab • Contract

Feb 2022 – Current (1 year, 7 months)

* Led cross-functional collaborations with teams and marketers, ensuring the timely delivery of critical projects with Salesforce (SFMC).
* 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 using SQL and DE segmenting.
* 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.

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Description automatically generated Lead Marketing Cloud Developer([recommendation-letter](https://thetechconsultant.dev/Nasir-Watts-Letter-of-Recommendation.eml))

### Barkley • Full-time

Jan 2021 - Feb 2022 (1 year, 2 month)

* Deep-dived into real-time email technologies like JSON, GTL, and AMPscript, with Salesforce (SFMC), 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 using SQL, user-initiated sends, HTML, AMPscript, and Data Segmenting, resulting in securing a new contract.
* Utilized services such as FTP for bulk downloads and implemented into SFTP for custom segmenting.
* Experience with Email Studio, Mobile Studio, Web Studio, Journey Builder, Content Builder, and Einstein.

## A white letter on a brown background Description automatically generated Email Marketing Technologist

### Grandin Road • Full-time

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.
* Developed, deployed, and tested all promotional, transactional, and triggered emails using HTML, CSS, SQL, and SFMC UI.

## A white letter on a black background Description automatically generated Email Developer

### FRONTGATE • Contract

Mar 2017 - Apr 2018 (1 year 2 months)

* Worked with multiple business units under the Cornerstone brand with Salesforce (SFMC).
* 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 using HTML, CSS, SQL, and SFMC UI.

## A blue and white logo Description automatically generated React Developer

### SS&C Primatics • Contract

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](https://www.amazon.com/dp/B0C63YSN1M) *May. 2023*

| **Apps** | **Description** |
| --- | --- |
| [Alarm Clock](https://maytheforcebewithyou-dev-ed.develop.my.site.com/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](https://maytheforcebewithyou-dev-ed.develop.my.site.com/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](https://maytheforcebewithyou-dev-ed.develop.my.site.com/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](https://maytheforcebewithyou-dev-ed.develop.my.site.com/note-taking-app) | Layout Designing, Notes created using LWC and Apex, CRUD operations, Lifecycle Hook. |

# Education

**Wright State University** Dayton, OHComputer Science *Sept. 2008 ‑ Feb. 2015*