Dany Salgueiro

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Work Experience

Salesforce Marketing Cloud Consultant   *Jan 2025 – Present*
Making Science   Madrid, Spain

- Develop Salesforce Marketing Cloud and Data Cloud solutions with technical implementation and functional project leadership.
- Lead client engagement for industry leader, driving project success through cross-functional collaboration.
- Manage data ingestion, segmentation, and data stream creation in Salesforce Data Cloud for optimized data workflows.
- Activate data across Salesforce clouds and external platforms (Meta, Google Cloud Storage, Power BI) for comprehensive analytics.
- Build actionable reports with Data Analysts, integrating Salesforce data with Power BI for strategic insights.
- Manage Salesforce Personalization using JavaScript within the sitemap to activate use cases aligned with strategic goals, identifying critical pages, events, and content zones on the client's website.

Senior Solution Expert   *Jan 2023 – Dec 2024*
VML MAP   Lisbon, Portugal

- Translated business requirements into Salesforce Marketing Cloud solutions using SQL for data querying and troubleshooting.
- Managed data imports, cleaning, and integrity from GCP through API automations and SFTP integrations.
- Implemented data-driven HTML campaigns using behavioral data and engagement metrics from Data Views.
- Developed email templates, journeys, and automations using AMPscript, SQL, and SSJS.
- Collaborated with Software Development and Data Insights teams in Agile environments.

Campaign Specialist   *Jan 2022 – Jan 2023*
VML MAP   Lisbon, Portugal

- Created and deployed HTML emails using Salesforce Marketing Cloud.
- Developed target segmentation through SQL queries and Adobe workflows.
- Conducted QA checks for content accuracy and platform configurations.
- Managed daily operations in Salesforce Marketing Cloud and Adobe Campaign Standard.

Digital Marketing Intern   *Mar 2021 – Jan 2022*
Hey Digital Ventures   Lisbon, Portugal

- Managed multiple clients in digital marketing agency environment.
- Developed and maintained WordPress websites with custom design implementations.
- Created social media campaigns and SEO-optimized content.

Education

IADE - School of Design, Technology, and Communication   *Oct 2021 – Jun 2024*
Master's degree in Marketing and Innovation

IPAM Porto   *Nov 2020 – Sep 2021*
Postgraduate degree in Digital Marketing

University of Aveiro   *Sep 2017 – Jun 2020*
Bachelor's degree in Marketing

Salesforce Certifications

Data Cloud Consultant Certification | Salesforce   *Jul 2025*
Marketing Cloud Developer Certification | Salesforce   *Sep 2024*
Marketing Cloud Email Specialist Certification | Salesforce   *Sep 2023*

OTHER ACCOMPLISHMENTS

Intermediate Python | DataCamp   *Jul 2025*
Introduction to BigQuery | DataCamp   *Jul 2025*

PROJECTS

Personal Portfolio Website | React, Next.js, TypeScript, Tailwind CSS

- Developed personal portfolio website to master modern web development frameworks and languages.
- Built responsive, mobile-first design with TypeScript, React, and Tailwind CSS.
- Implemented dark/light mode toggle and JavaScript animations for enhanced user experience.
- Optimized performance and maintained clean, modular code structure.

Qualigesso Business Website | WordPress, HTML, CSS, JavaScript

- Designed and developed responsive WordPress website using Elementor Pro.
- Created all content and integrated plugins for enhanced functionality.
- Provide ongoing maintenance, updates, and technical support.

SKILLS

Data & Analytics: SQL (Advanced), Python (Basic), Power BI, Data Segmentation, Reporting, Data Integration, Data Visualization, Data Activation

Salesforce: Marketing Cloud, Data Cloud, Personalization, AMPscript, SSJS

Programming Languages: JavaScript (Basic), Python (Basic)

Web Technologies: HTML (Advanced), CSS (Intermediate)

Languages: Portuguese (Native), English (Fluent), Spanish (Fluent)