

DANY SALGUEIRO

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WORK EXPERIENCE

Senior Solution Expert

Jan 2023 – Present

VML MAP

Lisbon, Portugal

- Translate business requirements into solutions in Salesforce Marketing Cloud, including troubleshooting issues using SQL in Automation Studio and Query Studio.
- Manage data imports and cleaning, ensuring data integrity from external tools like Google Cloud Platform, through automations triggered by APIs and File Drop from SFTP.
- Implement HTML campaigns based on real-time behavioral data, and engagement metrics (querying Data Views), displaying recommendations and dynamic content to accurate dynamic targets.
- Design and develop email templates, journeys, and automations in Salesforce Marketing Cloud, using Email Studio, Mobile Studio, Automation Studio and Journey Builder.
- Collaborate with global cross-functional teams, including Software Development and Data Insights.
- Customize and configure Marketing Cloud using AMPscript, SQL, and SSJS.
- Effectively communicate technical concepts to Marketing Operations and clients.
- Experience with Agile methodologies, including conducting Scrum ceremonies and using Jira's Kanban boards.

Campaign Specialist

Jan 2022 – Jan 2023

VML MAP

Lisbon, Portugal

- Create and deploy HTML emails using Salesforce Marketing Cloud.
- Develop target segmentation through SQL and Adobe workflows.
- Conduct QA checks to ensure content accuracy and proper Salesforce Marketing Cloud configurations.
- Assist with daily tasks in Salesforce Marketing Cloud and Adobe Campaign Standard, including incident review and email campaign scheduling.

Digital Marketing Intern

Mar 2021 – Jan 2022

Hey Digital Ventures

Lisbon, Portugal

- Manage different clients in a digital marketing agency environment.
- WordPress development, design, and management.
- Social media ads and copywriting.
- SEO content writing.

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

CERTIFICATIONS

Marketing Cloud Email Specialist | Salesforce

Sep 2023

Marketing Cloud Developer | Salesforce

Sep 2024

PROJECTS

Personal Website | HTML, CSS, JavaScript

- Developed from scratch a personal website to showcase projects, skills, and professional journey.
- Created a responsive layout with a mobile-first approach, ensuring optimal user experience across devices.

- Added an interactive dark mode toggle for enhanced accessibility and user customization.
- Focused on clean, efficient code structure, separating concerns across HTML, CSS, and JavaScript files.
- Integrated JS animations, such as an arrow that directs users to the "About" section, improving user interaction.
- Continuously updated and optimized the website for performance and usability improvements.

Qualigesso Website | HTML, CSS, JavaScript

- Designed and developed a WordPress website using Elementor Pro.
- Created responsive design for optimal viewing across all devices.
- Authored all website content, including product and service descriptions and company information.
- Integrated plugins for contact forms, social media, and enhanced security.
- Provide ongoing support, including updates and troubleshooting.

SKILLS

Languages: SQL (Advanced), HTML (Intermediate), AMPscript (Intermediate), CSS (Intermediate), Javascript (Fundamental)

CRM Systems: Salesforce Marketing Cloud, Adobe Campaign Standard

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