

# Jessica Claire

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## Professional Summary

- Cross- Channel Marketing Specialist with 5 years of experience in Email/SMS/Push marketing
- Experience working with various companies across multiple disciplines including finance, software, and retail.
- Salesforce Marketing Cloud consultant Top-performing and highly motivated professional with excellent Salesforce cloud integration experience and a history of managing high-level automation and migration projects.
- Extensive knowledge of Email platforms, integrations, data analysis, Social and Mobile marketing and a reputation for developing effective new strategies to maximize the reach and impact of online campaigns.
- Extensive experience with all primary elements of Marketing Cloud: Email Studio, Content Builder, Journey Builder, Analytics Builder, Personalization Builder, and Audience Builder. Strong knowledge of the software development process and the SOAP and REST methods.
- Experienced in working Adobe Campaign. Worked on Creating complex workflows, Schemas, Templates and Transactional Emails
- Worked mostly in Agile Environments and has experience with Jira.

## Skills

### Core Skills and Abilities.

- Marketing Automation.
- JAVASCRIPT.
- Integrations.
- Journey Builder.
- CSS/CSS3.
- SOAP API/REST API.
- Project Management.
- AMPSCRIPT.
- SQL.
- Data Tracking.
- HTML/HTML5.
- SSIS.
- **Email Platforms.**
- Salesforce Marketing cloud.
- Adobe Campaign

## Work History

05/2020 to Current

### SFMC Developer

ANTHEM – City, STATE

- Responsible SFMC data operations and cross-channel digital marketing campaigns including email and SMS
- Scope and drive creation of digital solutions, email campaigns, email reporting, and data integration.
- Used Journey Builder in running different campaigns along with Contact Builder and Automation Studio.
- Built multiple custom solutions using Automation Studio.
- Created Data Extensions for multiple Deployments.
- Setup Automated Email deployments for Loyalty Audience based on Customer Data.
- Created one to one customer centric Journey Builder interaction and integrated with Sales Cloud to track, report and manage customer lifecycle.
- Used AMPscript experience in developing dynamic Email/Push marketing.
- Used HTML, CSS, AMPSCRIPT, SSJS and other technologies to build customized solutions that support critical business functions.
- Used SOAP and REST API in order to invoke triggered sends and update subscriber attributes in all subscriber list.
- Worked on setting up the file import Automations to upload the file from and into SFTP.
- Setting up SFTP with Encryption and Decryption keys.
- Experience in auditing existing ESP's and providing recommendations on technology use cases.
- Worked on Marketing Cloud Social Studio to monitor social accounts, competitors and other social data.
  - Processed, Augmented, Sorted and Directed the incoming social media content for proper follow up.
  - Assigned Social Studio Automate roles and permissions to accomplish various tasks such as add or edit data sources, rules, rule actions and rule conditions.
- Used Marketing Cloud Social Studio Mobile Analyze to monitor discussions of owned social accounts and their broader conversions.
- Managed email and mobile marketing development, deployment, reporting and also developing a variety of automated retention solutions and lifecycle campaigns based on behavioral segmentation data.
- Track metrics including sends, clicks through rates and other measures using both Exact target and Google Analytics along with excel.
- Tracking/Data filters/Data Extensions.
- Implemented campaign, cross channel tracking and also involved in setting up or creating Admin options, User interface, organization-wide defaults, role hierarchy and workflow rules
- Documented technical implementations and knowledge to educate newly hired employees.
- Involves in Client Meeting to gather requirement.

01/2019 to 03/2020

### SFMC Developer

LiquidHub – City, STATE

- Carried out day-to-day duties accurately and efficiently.
- Improved operations through consistent hard work and dedication.
- Drove operational improvements which resulted in savings and improved profit margins.
- Successful migrated over Multiple complex Journeys and Automations from other marketing automation platform.
- Participated in IP Warming and made sur domain's reputation was good during migration process.
- Responsible for technical coordination including email QA in html, writing SQL query and AmpScript logic and leveraging assets to build and deploy email campaigns.
- Worked on creating custom Server side scripts.
- Automated multiple Campaigns.
- Worked on Setting up multi touch welcome campaign for new opt-in's.
- Implemented Salesforce Marketing Cloud Migration from other ESP.
- Assisted software development team in creating innovative API integrations with different systems and also testing.
- Worked on setting up different environments for QA and E2E testing
- Leverage AmpScript to automate email sending processes and also to send dynamic emails.
- Managed email and mobile marketing development, deployment, reporting and also developing a variety of automated retention solutions and lifecycle campaigns based on behavioral segmentation data.
- Track campaign metrics including sends, clicks through rates and other measures using both Exacttarget and Google Analytics along with excel.
- Experience on campaign management tools, data-driven campaigns, emails.
- Implemented campaign cross channel tracking.
- Involved in Setting up or creating Admin options, User Groups , User Accesses organization-wide defaults, role hierarchy and workflow rules
- Worked with Sales force support team to work on support tickets.
- Accustomed to working in both large and small team environments
- Experience using Agile Scrum Methodology for Software Development.
- Capable of rapidly learning new technologies and successfully applying them to projects.
- Worked closely with Business users for requirements gathering and Business analysis

10/2017 to 12/2018

### Adobe Campaign Developer

PNC – City, STATE

- Worked on Marketing Automation using Adobe Campaign Classic.
- Creating typologies, Target mapping to set rules to email deliveries and worked on various email campaigns based on business rule specified using ACC.
- Configuring, Testing and Publishing landing page and delivery templates.
- Configured Email URL Tracking parameters in instance for Brand configuration.
- Created Import workflows to load Kohl's data from flat files placed in SFTP into AS Custom resources
- Worked on Export workflows to generate report of campaign Clicks, Opens and Delivery status like sent, failed from Trackinglogs, Exclusionlogs and Delivery logs tables in Adobe Campaign.

## Education

05/2017

Master of Science: Information Systems  
The University of Texas At Dallas - Richardson, TX

## Certifications

Marketing cloud email specialist  
Adobe Campaign Classic Developer