

Salesforce Marketing Cloud Developer

Remote Position – Any Location with Great Wifi Works!

About the Gig:

What does a Salesforce Marketing Cloud Developer Do?

As a Salesforce Marketing Cloud Developer, you will be responsible for developing and implementing marketing automation solutions within the Salesforce Marketing Cloud platform. You will collaborate with cross-functional teams to design, develop and implement solutions to meet business requirements and optimize customer engagement.

A Day-in-the-Life:

- Develop and implement integrated marketing automation solutions using Salesforce Marketing Cloud platform
- Collaborate with cross-functional teams to design and deliver solutions that meet business requirements
- Develop and maintain Salesforce Marketing Cloud integrations with external systems, data sources, and APIs
- Define and implement data integration strategies for importing and exporting data into/out of Salesforce Marketing Cloud
- Develop and implement responsive, dynamic, and personalized email templates and landing pages
- Ensure data quality and maintain data governance standards by building and managing Data Extensions, Segments, and Smart Capture Forms
- Analyze and interpret campaign performance metrics, providing insights and recommendations for optimization
- Stay up-to-date with the latest Salesforce Marketing Cloud features, releases, and trends in digital marketing and email marketing

A Successful Marketing Cloud Developer will:

- Minimum of 3 years of experience in Salesforce Marketing Cloud development and implementation
- Strong experience in developing responsive email templates and landing pages
- Experience and knowledge in Salesforce Marketing Cloud's various modules such as Email Studio, Journey Builder, Mobile Studio, Advertising Studio, and Social Studio
- Strong experience in Salesforce Marketing Cloud Interactions and APIs, AMPscript, SSJS, and SQL
- Proficient in HTML, CSS, and JavaScript/jQuery
- Familiarity with marketing automation, CRM systems, and sales and marketing processes
- Excellent problem-solving skills and attention to detail
- Strong written and verbal communication, project management, and collaboration skills
- Certifications required: SFMC Developer and SFMC Admin
- Certifications preferred: SF Marketing Cloud personalization & Data Cloud

Our Core Values:

At Sercante, we value passion, self-motivation, and a collaborative spirit. Our ideal team member is curious, detail-oriented, and committed to continuous learning. They excel in remote environments and are proactive problem-solvers.

Key Qualities:

- Lifelong learner with a passion for diving deep into details
- Self-driven and thrives in dynamic, ambiguous situations
- Organized and deadline-oriented with a strong sense of ownership
- Effective delegator who empowers team members
- Resourceful and able to find solutions through research
- Curious and adaptable to new challenges and opportunities
- Embraces remote work and aligns with our core values
- Thoughtful communicator who clarifies client needs before proceeding
- Continuously develops skills in Pardot, Salesforce, marketing strategy, and consulting

To throw your hat in the ring, visit:
<https://www.sercante.com/careers>