Natasha Gilani
Salesforce Marketing Consultant
Toronto

Mobile number
+1 647.384.9770

Email
natashagils@gmail.com

Profile

Natasha is an experienced Marketing Technology consultant with 15 years of experience, the last 5 years of which have been as a Salesforce Marketing Cloud Architect & Consultant. She is a certified Salesforce Marketing Cloud Developer, Salesforce Marketing Cloud Consultant and Salesforce Marketing Cloud Specialist.

Her experience includes end-to-end implementations, integrations (including via the Salesforce Connector and third party integrations), full-stack development (HTML/CSS, AMPscript, Dynamic Content, SSJS, REST, SOAP, WSProxy, SQL, sFTP for ETL processes, Triggered Emails, UIS), systems administration (org set-up, BU creation, user roles and permissions, security setup, RMM, SAP, IP Warming) and architecture.

Experience in Email Studio, Mobile Studio, Social Studio, Web Studio, Analytics Builder, Journey Builder, Automation Studio, Content Builder & Audience Builder.

Natasha has two Masters: one in Engineering Innovation and Entrepreneurship from Ryerson University and an MBA in Finance. She also has a Bachelors of Honours in Information Technology. Natasha is a Certified Scrum Master and Certified Product Owner. **Natasha is also a Salesforce 2020 Marketing Champion.**

Experience

Salesforce Marketing Cloud Consultant, Several, Toronto (2019 - current)
- Building out **Appnovation's** Salesforce Marketing Cloud practice. This includes go-to-market strategy, roadmap, alliances with Salesforce, trainings and establishing a service offering.
- Working directly with **Salesforce** (via a third party) to run trainings in Salesforce Marketing Cloud.
- Working directly **with several other clients** on various digital marketing and marketing technology requirements (solutions design, architecture, data modeling, development, etc.).
    - Salesforce Marketing Cloud best practice and consulting (incl BRDs/FSDs, wireframes, mockups, workflows)
    - Customer preference & subscription center creation
    - Programmatic CRUD operations
    - Custom landing page & form creation
    - Custom email & template creation
    - Data management & operations (SQL, filtering, data extensions)
    - AMPscript functions (e.g. HTTP calls to external systems, Lookups, clean-up functions)
    - SQL to join and query internal tables (_job, _open, _sent, _bounce)

Manager, Consulting, Deloitte Canada, Toronto (Aug - Nov 2019) - contract based
- As a Manager, Consulting, my role was to lead a major implementation of Salesforce Marketing Cloud with a large food retailer. Specific work included:
    - Platform setup (account configuration, BU creation, user roles and profiles, security settings)
    - Data model schemas, configuration of integrations (connectors & batch jobs) & data feeds
    - Management of synchronized data extensions
    - Platform security testing
    - Automations to manage encryptions (file transfer & import activity)
    - Data extract activities
    - Content Builder configuration (incl. data modeling)
    - Creation of multi-step automations and journeys (including email, SMS and push activities)

- o Custom Preference Center development
- o SIT & UAT

Solutions Architect, PathFactory, Toronto (Feb - July 2019) - FTE
- As a Solutions Architect at PathFactory, my role was to work closely with our enterprise clients (Oracle, IBM, Adobe) and translate their business requirements into advanced and personalized workflows.
- Specific responsibilities included data modeling, solutions architecture and data integration to enable our clients' marketing teams to create personalized solutions in their Marketing Automation Platforms.
- Hands-on experience building webhooks, front-end development in Javascript and data integrations.
- Voted high performer.

Senior Manager, Digital Marketing Technology & Innovation, RBC, Toronto (Sept 2017 - Feb 2019) - FTE

- As Digital Marketing lead for RBC Ventures and RBC's OMNI program (+$300M), my role was to understand our customers' requirements and translate them into digital marketing campaigns and products utilizing Salesforce Marketing Cloud's studios and builders.
- I delivered several omni-channel, customer centric and personalized (email, push notifications, SMS and web) digital marketing products, advanced automations and journeys for more than 10 Ventures.
- Hands-on experience in full-stack SFMC development, including front-end engineering (email & landing page design; HTML/CSS, AMPscript and SSJS), back-end engineering (SQL and automations) and integrations (SOAP, REST and FTP).
- Voted high performer multiple-times, won several awards and was promoted to Senior Manager based on performance.

Email Marketing & Automation Manager, Demac Media (now Bounteous Canada), Toronto (Feb - Sept 2017) - *contract*

- As email marketing lead, I was responsible for leading a team that ideated, designed and delivered high-impact marketing automation solutions for more than 20 ecommerce clients using Salesforce Marketing Cloud, Bronto, Klaviyo, Mail Chimp, Dotmailer and Hubspot.
- I lead several CASL compliance projects for clients, results in potential savings of upwards of $10M in CRTC fines.
- I consulted on email campaign optimization and best practices, industry standards and efficiencies – resulting in consistent MoM increase in email marketing revenue.

Email Marketing & Automation Manager | Salesforce Marketing Cloud, Manulife, Toronto (Mar 2016 - Feb 2017) - *Mat-leave replacement*

- I lead Manulife Canada's email marketing team with a focus on optimization, quality assurance, automation and campaign delivery excellence for improved ROI.
- 4.6 million emails deployed (2016) with an overall open rate of 37% and CTR of 5% - higher than previous period & industry average.
- 48% increase in unique open rates, 150% increase in unique click-through rates and 9% increase in overall deliverability.
- Set up workflow processes, which resulted in increased team efficiency (50%).
- More than 500 responsive and optimized templates built and 20+ successful training sessions conducted.

Marketing/CRM Analyst – Honda, Canada (Nov 2015 - Mar 2016) - *contract*

- As a CRM analyst, I built Honda's email campaign and analytics and reporting function. As such, I was responsible for analyzing email campaigns (with a cumulative worth of over $15M) and giving actionable recommendations for optimization.

Digital Marketing Consultant – YMCA of GTA (Mar - Nov 2015) - *contract*

- I launched successful integrated marketing campaigns for YMCA's summer camp, health and fitness, and child care services – resulting in 20-25% increased conversion rates. I also lead agency coordination, analysis of marketing campaigns, research and website development and launch.
- Originally brought in as a marketing reports developer, within two months began creating BI processes and policies for the health and fitness component of the company.
- Established digital marketing best practices and analytics dashboards, which are now standard practice.
- Produced monthly, quarterly and annual reports, the results of which were fed into strategy adjustment and new strategy development.

Previous Experience:
Digital Marketing & Marketing Technology – Various Roles & Consultancies **(2001 - 2015)**

Education and Certifications

Masters in Engineering Innovation and Entrepreneurship (2019)

Ryerson University

Masters in Business Administration – Finance (2004)

University of Peshawar

Bachelor of Information Technology (2003)

University of Peshawar

- Full-stack Development Bootcamp, University of Toronto (on-going)
- Certified Scrum Product Owner - CSPO (Jan 2020)
- Salesforce Marketing Cloud Developer (Aug 2019)
- Salesforce Marketing Cloud Consultant (Jan 2018)
- Salesforce Marketing Cloud Specialist (Jul 2016)
- Certified Scrum Master – CSM (Apr 2018)
- 10+ additional digital marketing certifications

System & Technical Expertise

- **Frontend Technologies**: {Javascript, CSS, HTML, Bootstrap 4, jQuery, Handlebars}
- **Data Structures Technologies**: {MySQL, JSON, XML}
- **API Technologies**: {REST, SOAP, Postman, XML}
- **ETL Technologies**: {FTP, sFTP, CURL}
- **Email Technologies**: {SFMC, ReturnPath, AMPScript, WSProxy}
- **Editing Technologies**: {Notepad ++, Dreamweaver}
- **Microsoft Office:** {Word, Excel, PowerPoint, Visio}
- **Project Management/Scrum:** {JIRA & Sharepoint}
- **Data Visualization:** {Tableau}