DIXON CARNACETE

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SUMMARY

As a **Salesforce Marketing Cloud (SFMC) Administrator** with two years of experience in managing and optimizing marketing automation to enhance customer engagement. I specialize in Journey Builder, Automation Studio, Email Studio, and Data Extensions, leveraging SQL, AMPscript, and API integrations to drive data-driven campaigns. I am skilled in troubleshooting platform issues, streamlining workflows, and ensuring compliance with industry standards. With a proactive and problem-solving mindset, I collaborate with cross-functional teams to implement targeted, high-impact marketing strategies that deliver measurable results.

SKILLS

Salesforce Marketing Cloud (SFMC) & Marketing Automation
- Journey Builder, Automation Studio, Email Studio, Content Builder, Mobile Studio,
- Data Extensions, Contact Builder, List Management
- SQL, AMPscript, JavaScript for personalization
- API & Integration: Marketing Cloud Connect, REST API,

Reporting & Analytics
- Power BI, Excel, PowerPoint, Blank Diagram

Automation & Development Tools
- Power Automate, Power Apps, Postman, Microsoft Visual Studio, Visual Studio, Git

Programming & Web Development
- C#, Apex, JavaScript, React, Bootstrap, HTML, CSS, MSSQL

Design & Creative Tools
- Adobe Photoshop, Adobe Illustrator, Figma

WORK EXPERIENCE

Gamma Interactive Inc.
Automation Specialist
Present
- Manage and configure Salesforce Marketing Cloud to support email marketing campaigns.
- Help to optimize automated journeys in Journey Builder to enhance customer experiences.
- Create and maintain data extensions while ensuring proper segmentation strategies.
- Use SQL queries and AMPscript for advanced personalization and dynamic content.
- Monitor and troubleshoot email deliverability, automation failures, and API connections.
- Collaborate with marketing and IT teams to improve campaign efficiency and reporting.

Accenture
Software Engineer
2021 - 2023
- Designed and developed web-based applications for the business sector using C#, ASP.NET, Web API, Entity Framework, Adobe Experience Manager (AEM), HTML, JavaScript, and SQL.
- Led the migration of hundreds of pages from Sitecore to AEM.
- Created dynamic forms using ASP.NET Web API.

Jiangnan Corporation   **2019 - 2021**

Graphic Design

- Developed creative concepts, layouts, and designs for marketing materials, websites, social media, and print.
- Enhanced branding and visual identity for clients by creating consistent and eye-catching designs.
- Designed and maintained web pages, banners, and digital assets for client websites.
- Edited and retouched product photos for eCommerce platforms, improving product presentation and conversion rates.

PROJECT & RESPONSIBILITY

Saleforce Marketing Cloud (Gamma Interactive Inc., March 2023 to till date)

Description: Manage Salesforce Marketing Cloud operations, ensuring smooth campaign execution and cross-team collaboration. Troubleshoot issues in Journey Builder, Data Extensions, & Automation Studio. Oversee email campaigns, automation workflows, and data processes to ensure efficient performance.

Role: Administrator & Developer

Team Size: 2

Internal Workflow Management System (Gamma Interactive Inc., March 2023 to till date)

Description: Inter-department ticketing that enables departments to submit and track their requests through the ticketing system, ensuring streamlined communication and task management. Support and manage process requirement wherein requesting, approving and supporting task are the main function.

Role: Administrator & Developer

Team Size: 5

NetSuite (Oracle) (Gamma Interactive Inc., June 2024 to till date)

Description: Manage NetSuite accounts and permissions, ensuring proper access and streamlined task management across departments. Provide support for account setup, permission   configurations, troubleshooting, and system processes.

Role: Support

Team Size: 2

EDUCATION

Philippine Christian University   **2013 - 2018**

- Bachelor of Science in Information Technology

REFERENCE

Marjeck Palacpac - Senior Fullstack Web Developer

09277914216

Gamma Interactive Inc.

Andreus Jophiel Rivera - TechLead

09566038729

Gamma Interactive Inc