

# First Last

Salesforce Marketing (Cloud)

## WORK EXPERIENCE

**Resume Worded**, London, United Kingdom

*Education technology startup with 50+ employees and \$100m+ annual revenue*

**Salesforce Marketing (Cloud)** 08/2021 – Present

- Developed and documented training requirements based on 4.6K client needs within one month of conceptualization.
- Deployed and implemented 16 key integrations between Marketing Cloud and Salesforce ecosystem within 72 hours on the job.
- Championed onsite and remote meetings with 5K clients, contributing to 17 workshops and 28 discovery sessions.
- Designed best practices and compliance on marketing automation platforms across 17 departments.

**Polyhire**, London, United Kingdom

*NYSE-listed recruitment and employer branding company*

**Marketing Executive** 10/2019 – 07/2021

- Attracted 3.7K new customers by promoting the company's products at IT seminars, expanding the existing consumer base by 55%.
- Promoted a product line that generated \$870K revenue by providing research and customer analysis to a 14-member sales team.
- Increased the sales volume per customer to \$650K after implementing promotional programs, which boosted sales revenue by 40%.
- Overhauled the strategic marketing plans for Growthsi, boosting its market share and profits by 66% in the first year.

**Growthsi**, London, United Kingdom & Barcelona, Spain

*Career training and membership SaaS with 150,000 users*

**Salesforce Business Analyst** 06/2018 – 09/2019

- Identified bottlenecks and redundancies by implementing a project that raised system efficiency by 57%.
- Conducted team brainstorming sessions that led to a 75% higher client satisfaction with the requirements-gathering stage.
- Streamlined financial and operational reporting standards, increasing productivity by 84% YoY.
- Customized application business logic using formula fields and validation rules, including 17 other declarative programming methods.

## PREVIOUS EXPERIENCE

**SaaS Product Marketer**, ABC Company, London, UK 06/2017 – 05/2018

**Salesforce Developer**, XYZ Company, New York, USA 06/2016 – 05/2017

**Salesforce Administrator (Internship)**, ABC, New York, USA 07/2014 – 05/2015

## CONTACT

- Liverpool, United Kingdom
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## SKILLS

*Technical Skills:*

- Marketing
- Sales
- Data Analysis
- Email Studio
- Integrations
- Journey Builder

*Industry Knowledge:*

- Marketing Cloud Einstein
- Marketing Automation
- Marketing Cloud Lightning.

*Tools and Software:*

- Salesforce
- SOQL
- Apex Data Loader
- Lightning

*Languages:*

- English (Native)
- Romanian (Native)
- Spanish (Conversational)

## EDUCATION

**University of New York**

Bachelor of Science  
Business Administration  
New York City, New York  
10/2011 - 06/2014

## OTHER

- Salesforce.com Certified Developer.
- Marketing Management Certification.