**Jay Jagelka**

703-595-4740

**Technical Skills:**

* Salesforce Certified Marketing Cloud Email Specialist
* Salesforce Certified Marketing Cloud Consultant
* 6+ years technical experience with Salesforce Marketing Cloud (SFMC) in a client-facing role.
* Bachelor of Science degree: Information Technology - Emphasis in Database Management
* Bilingual - Spanish
* SQL Server experience – Certified CIW Database Design Specialist
* Web Design experience – Certified CIW Web Foundations Associate and Certified CIW Web Design Specialist
* Proficient at HTML, XML, CSS, AMPscript and JavaScript – Certified CIW JavaScript Specialist
* Extensive project management experience – CompTIA Project+ Certified
* Proficient using video editing software: Adobe After Effects and Adobe Premiere Pro
* Advanced computer skills: Adobe Creative Suite, Microsoft Office Suite, GIMP, Lotus Notes, Salesforce CRM, WebEx, Vimeo, Trello, Slack, Litmus
* Self-starter with ability to work remote with minimal supervision
* Experienced at FTP setup and management

**Professional Experience:**

**Smile Direct Club – Contract position through ekSource** **January 4, 2021 – June 18, 2021**

**Lead Software Developer (Marketing Cloud)**

As a Lead Software Developer, I internationalized existing emails to support the full business lifecycle for 14 international markets. This consisted of re-creating existing emails that were initially intended for just the English-US market so that they pull in translated content, using a new template and extensive use of AMPscript. The content resided in data extensions and would get pulled into the email copy using TreatAsContent AMPscript function. I coded dynamic content to emails based on language and region preferences which involved things such as hiding content blocks for various language regions where the content was not applicable to that market, and inserting appropriate assets that would resonate best with each region. I performed all updates first in staging. I then used Automation Studio to push approved content to production. I used Workforce to track all activities for assigned tasks and upload proofs. I updated Journeys in Journey Builder, wrote queries to segment data, replaced expiring assets in live emails, published new email versions in active Journeys, and updated live emails to send from new IP addresses.

**Cigna – Contract position through Eliassen Group** **February 17, 2020 – January 1, 2021**

**Salesforce Marketing Cloud Developer**

As a Salesforce Marketing Cloud Developer, I worked with Audience Builder and Contact Builder where I used Data Designer to configure contact key relationships between data extensions. I was also solely responsible for creating and managing all data extensions, including synchronized data extensions. I performed all imports and exports of data. I created seedlists for the purpose of internal email and journey testing before journey activation and each email send. I utilized sandbox testing in the DEV business unit before using Deployment Manager to copy everything over to the production environment business unit once it had been proven that everything worked in DEV. I performed sender profile configuration for both transactional and commercial sends and maintained CANSPAM compliance at all times. I used Journey Builder to create and test Journeys, many of which were API triggers from Salesforce. I created advanced automations using Automation Studio which included data extracts, file and character type conversions, file transfers, moving data from the safehouse, and generating email notifications for detailed error messages. I was responsible for the implementation of API integrations for triggered sends between Salesforce and Marketing Cloud. I was also solely responsible for writing all SQL queries using multiple joins and it was my job to retrieve, clean, and prepare all data for the journey entry data extension which we used for the actual sends. I also created exclusion lists and scripts in this process to make sure we only sent to the intended audience at all times, and I often included multiple fail-safes to ensure this. I performed contact management and list deletion especially for records that came from Salesforce that had no mobile numbers or email addresses, as well as provided bounce and subscriber management. I was often asked to query dataviews to generate custom reports for team members and generate reports using Analytics Builder. I used Web Studio to create and manage Cloud Pages where I often used HTML, CSS, and JavaScript. I was asked recently to create a custom opt-out page that was Cigna brand compliant since the Marketing Cloud profile center is not. I frequently built-out Cloud Pages and smart forms to capture data in data extensions. I typically utilized Mobile Studio and MobileConnect in conjunction with Journeys. Within Email Studio, I used Content Builder to create templates, add dynamic content using AMPscript and dynamic content blocks, and code-snippets to emails. I also provided All Subscribers management, created data filters, performed Journey and email send tracking, Salesforce Marketing Cloud administration, the addition of new business units, integrated Marketing Cloud with a Salesforce instance, and installed applications such as Query Studio and Deployment Manager. I am also very experienced with SSH key pair creation, SFTP management, Encryption, and Filezilla for FTP management.

**Allied Solutions – Contract position December 2, 2019 – February 14, 2020**

**Salesforce Marketing Cloud Developer**

On this project I worked for my former employer as a Salesforce Marketing Cloud Developer. This project consisted of seamlessly migrating live Marketing Cloud clients (large banks and credit unions) who utilize Smartvideo technology over to a new and improved platform. The old platform used XML and JavaScript whereas the new platform uses JSON. I recreated over 200 landing pages, updated the JavaScript, replaced the XML with JSON, updated the logic and created the payload that drives the dynamic videos to play the correct scenes and narrations on the landing page. I then extensively tested each scenario to make sure it perfectly matched production in every way.

**Appirio May 13, 2019 – November 29, 2019**

**SFMC Senior Consultant - Technical Lead**

As a Senior Technical Lead I designed and implemented the key technical components of each SFMC implementation. I helped direct technical resources to develop and deliver the project deliverables while reducing the overall project technical risk by uncovering design issues early in the project life-cycle. It was my responsibility to use and suggest best practices, and solution alternatives for each implementation.  Additionally, I conducted design/code reviews during major project milestones.  This was a hands-on, client-facing role that required significant technical experience and abilities with Salesforce Marketing Cloud and related cloud technologies.

**Merck Animal Health – Contract position January 23, 2019 – May 10, 2019**

**SFMC Solutions Consultant**

This was a remote bilingual role where I was in charge of supporting the Latin America business units for all Salesforce Marketing Cloud implementations. It was client-facing while working in a technical capacity.

* I provided technical support, troubleshooting and training to each business unit so they could implement SFMC campaigns on their own by walking them through the process. I was responsible for completing the entire implementation of more complex campaigns.
* Created data extensions and filtered data extensions and saved them as data filters.
* Worked with data that resides in Salesforce.
* Set up automations using Automation studio.
* Built journeys using Journey Builder.
* Used Ampscript to add dynamic content and personalization to emails.
* Built emails using Content Builder.
* Wrote queries using TSQL.
* Linked data relationships in Data Designer.
* Troubleshooting HTML and CSS issues for email content.
* Used WebEx extensively.

**Allied Solutions April 20, 2015 – January 18, 2019**

**Salesforce Marketing Cloud (SFMC) Technical Lead**

* Responsible for the implementation and project management of CPI Smartvideo using advanced features of the Salesforce Marketing Cloud platform. This position is a technical role that is also client facing.
* Developed and implemented automated email campaigns primarily for CPI Smartvideo. Averaged over a 50% open rate across all live accounts where industry average is around 20%.
* Produced custom CPI Smartvideo demos adhering to brand guidelines
* Designed and built custom emails and landing pages utilizing HTML, XML, Java Script, AMPscript and CSS. Used Java Script to add dynamic functionality to landing pages.
* Utilized WebEx calls with financial institutions to present CPI Smartvideo and answer complex questions regarding the implementation process and technical requirements.
* Created and updated data extensions and filtered data extensions - wrote SQL queries inside of SFMC to import/export data between data extensions for Smartvideo email campaigns.
* Utilized Journey Builder and Automation Studio to configure new Smartvideo implementations for retail clients.
* Collaborated with LSPD, data processors and financial institutions to update loan files to required specifications for CPI Smartvideo.
* Responsible for troubleshooting and resolving all issues related to CPI Smartvideo in a quick and accurate manner.
* Educated financial institutions about the best practices in regards to CPI Smartvideo emails and CAN-SPAM Act compliance.
* Acted as liaison between the Allied legal team and the financial institution to obtain electronic signature for CPI Smartvideo addendums via DocuSign.
* Assisted with interviewing candidates for new talent acquisition for the digital solutions team. Helped train new hires as well.
* Responsible for developing and documenting detailed implementation procedures for the CPI Smartvideo implementation process.
* Collaborated with the senior developer to create a reporting solution for providing detailed monthly CPI Smartvideo metrics to clients. Responsible for maintaining accuracy of these reports, identifying any irregularities and helping clients clearly understand these metrics.
* Utilized Trello and Smartsheet to track detailed implementation progress for each client.
* FTP setup and management using SFMC and Filezilla.

**Helios - New Sunshine, LLC March 1, 2009 – April 19, 2015**

**Digital Solutions Marketing Director**

* Helios is a division of New Sunshine that provides POS solutions to the indoor tanning industry. I was initially a Digital Solutions Implementation Consultant responsible for new Helios POS software implementations and ongoing account management.
* Used SQL Server for Helios 12 Enterprise POS implementations and to identify and fix complex database issues.
* Provided complete software training to entire salon staff.
* Set up and managed FTP accounts.
* In 2011 I was promoted to Digital Solutions Marketing Director with the parent company New Sunshine.
* This technical yet client facing role was a newly created position for a new line of digital marketing products which included the New Sunshine Marketing Hub, Salon Stream Video, OptIt SMS text messaging program and Wordpress-based website. This digital marketing suite provided a platform for small business owners to market their business through targeted campaigns utilizing email, texting/ SMS, social media, streaming video and a customizable Wordpress website.
* I was responsible for the implementation and project management of all accounts using any of these digital marketing solutions.
* I used advanced features of the Delivra automated email marketing platform extensively during implementation of each New Sunshine Marketing Hub account.
* Used HTML, CSS and AMPscript to design and build email templates for the New Sunshine Marketing Hub and used Adobe Photoshop to design and slice images used for emails.
* Created corporate training videos using Adobe After Effects and Adobe Premiere Pro.
* Relied upon to extensively and methodically test software and report findings to the development team so they could fix and improve the software based on my recommendations.
* Built custom websites for salons and provided step by step training for those salon owners who wanted to tackle the project themselves.
* Provided extensive digital marketing training to salon owners to help them get the most out of using our digital marketing products.
* I was responsible for saving the company$100,000 dollars per year by suggesting and moving all client websites to a Wordpress platform using our own hosting account instead of using a 3rd party vendor.
* Worked independently with little supervision and reported directly to the President of New Sunshine.

**Eli Lilly May 2008 – February 2009**

**Bilingual PC LAN Agent - Tier 1 Desktop Support**

* Provided Tier 1 desktop support for the following: Citrix, Office 2003, Office 2007, MS Communicator, Lotus Notes, Altiris, Carbon Copy, Java, Windows XP, Server 2003, Safeboot, Instrument Controllers, VPN support using IPASS, remote access, multifunctional devices and printers, network drivers, password creation and resets, virus detection and removal, data area creation, improved computer performance, installed memory upgrades, and mapped network drives.
* Was the sole bilingual tech responsible for taking care of all Spanish speaking clients who were primarily calling from Puerto Rico.
* Consistently resolved more tickets daily compared to my peers. I was typically first or second daily in total resolved ticket volume and was often rewarded with work-from-home vouchers to use at my discretion.
* Trained new hires how to properly take calls, resolve issues and log detailed tickets using Remedy.
* Often had to find creative ways to find solutions to issues on my own when none existed from prior tickets for similar issues.

**Education:**

**Western Governors University - Indianapolis, Indiana October 2008**

**Bachelor of Science degree: Information Technology - Emphasis in Database Management**

**TechSkills, Indianapolis, IN September 2008**

**Microsoft Certified Systems Administration Program**

**Certifications:**

* Salesforce Certified Marketing Cloud Email Specialist
* Salesforce Certified Marketing Cloud Consultant
* CompTIA Project+
* CompTIA Security+ ce
* CompTIA Network+
* CompTIA A+
* CIW Database Design Specialist
* CIW JavaScript Specialist
* CIW Web Design Specialist
* CIW Web Foundations Associate
* Microsoft MCP