MOSES VUMA, *SALESFORCE MARKETING CLOUD, MPA*
BRYN MAWR, PA

HIGHLIGHTS

- 8+ years experience developing, managing, analyzing and reporting email and multi-touch targeted digital campaigns
- *Certified* Salesforce Marketing Cloud Administrator & Salesforce Marketing Cloud Email Specialist
- Google Search Ads & Analytics *Certified*, Google Data Studio, SEMRush, Tableau, campaign reporting, tracking and analysis
- CAN-SPAM, GDPR and email deliverability best practices and compliance guidelines
- Agency consulting and marketing, SEO Content Strategy, Social (Facebook Ads), Display, Push and SMS Campaigns
- AMPScript, SQL, HTML, CSS, JavaScript, UTM creation, Segmentations for personalized campaigns
- Audience Builder, segmentation and targeting in email campaigns with Salesforce, MailChimp, HubSpot and SendInBlue
- CRM, Photoshop, WordPress Salesforce Integrations, WooCommerce, Shopify, Microsoft Word, Excel and Powerpoint, JIRA
- Configuring FTP, REST API, SOAP API integrations, DNS MX records and SMTP mail servers
- Strong email marketing expertise, including Photoshop and Canva utilization in creating captivating email campaigns

PROFESSIONAL WORK EXPERIENCE

Senior Project Manager - Marketing   *May 2019 – Present*
▶ *TD Accountant*   *Bryn Mawr, PA*

- Collaborating KPIs development, implementing and managing multi-channel automated customer campaign journeys utilizing dynamic content email, text, web and Google advertising
- Maintaining over 95% open rates and over 15% CTR on targeted email campaigns
- Validating accuracy and completeness of targeted lists, managing lead capture and automated database subscription updates through CRM API integrations, FTP and CSV transfers
- Daily QA and *A/B testing* on marketing campaigns to identify optimal paths and maximize engagement
- Reporting and making recommendations based on campaign engagement metrics, and analytics
- Training team members on marketing automations and developing best practices and guidelines
- Collaborating with and managing cross functional teams to streamline campaign creation and delivery cycles
- Liaising with web design team to improve SEO, end-user experience and landing pages
- Utilizing Google Analytics for reporting, collecting, sorting and analyzing data to create affinity and lookalike audiences for targeted advertising
- Coordinating with cross functional teams to integrate website content and generate organic traffic and landing pages
- Strategic content planning and copywriting in compliance with privacy laws like CAN-SPAM, CCPA, COPPA, CASL and GDPR

Senior Marketing & Public Relations Manager   *January 2017 – May 2019*
Marketing Manager   *May 2012 – January 2017*
▶ *Oxford Property Group*   *New York, NY*

- Redesigned campaign strategy to improve multi-channel campaign engagement and CTR by over 49%
- Leveraged Marketing Cloud Audience Builder and Google Analytics to deploy targeted Facebook and Google Ads for eCommerce store
- Applied advanced SQL and data filtering to efficiently segment audiences for targeted campaigns
- Provided consulting services for design, configuration and integration of Cloud Apps and user permissions
- Migrated abandoned browse and welcome campaign series to Journey Builder and Automation Studio
- Ad hoc troubleshooting agency Salesforce Marketing Cloud, Automation Studio, Journey Builder email series setups
- Wrote and presented weekly campaign performance and wrap up reports for email and web campaigns
- Reduced Google and Bing Ads Cost Per Click (CPC) metrics to as low as $0.49, significantly below industry average
- Google Ad management and bid optimization to ensure large customer LTV outcomes
- Measured email and online campaign success metrics and managed campaign budgets
- Created landing pages with high click through, ROI and conversion rates
- Payment gateway API and SSL setups and management
- Designed SEO (search engine optimization) strategies and keyword research
- Used content management systems and Google Data Studio for customized campaign and SEO information reports
- Used Constant Contact CRM journey builders to improve customer retentions on high ticket rental properties
- Created and managed budgets using excel, issuing and processing invoices

College Aide: Contract Analyst - Executive Vice President's Office, Materiel Dept   *June 2010 – July 2011*
▶ *MTA New York City Transit*   *New York, New York*

- Used SQL queries, R-Programming and Python to arrange and analyze budget data
- Audited procurement, operations and property maintenance transactions conducted by project managers
- Consulted with Operations Specialist in resolving transaction discrepancies with vendors and contractors, and lowered operating costs
- Managed adherence to procurement policies and verified whether approval was granted for abnormal transactions
- Compiled, prepared and analyzed daily financial and managerial reports for monthly activities with MTA vendors, contractors and property management

🎓 EDUCATION

- **University of Cape Town,** South Africa - BA [Economics & Statistics, Marketing coursework], 2008
- **New York University**, New York, NY - [MPA Public Relations, Marketing coursework], 2012

📑 CERTIFICATIONS

- **Salesforce Marketing Cloud (SFMC) Administrator -** *[Issued by Salesforce]*
- **Salesforce Marketing Cloud (SFMC) Email Specialist -** *[Issued by Salesforce]*
- **Google Analytics (GA4)** *- [Issued by Google Digital Academy - Skillshop]*
- **Google Search Ads** *- [Issued by Google Digital Academy - Skillshop]*