



Salesforce Marketing Cloud Specialist

248.990.1645

jimwiegand9@gmail.com

Rochester Hills, MI



Summary:

25+ years of experience in print and digital. Experienced in digital marketing, HTML, CSS, and Adobe Creative Suite. Diversified skill sets covering design, production, coding and team management. Over the last 6 years, I have focused on email design and development using Salesforce Marketing Cloud as well as display ad and social media promotions.

Skills:

Proficient

Salesforce
Marketing Cloud
Adobe Photoshop
Adobe Illustrator
HTML / CSS

Working Knowledge

SQL/SOQL
AMPscript
Adobe InDesign

Some Experience

Adobe After Effects
Salesforce
Commerce Cloud
Agile/Scrum methodology

Experience:

Art Van Furniture October 2013 - March 2020

Warren, Michigan

Digital Designer / Salesforce Marketing Cloud Specialist

Designed and developed creative for our email marketing program, which consisted of 1.4 million email subscribers. Also created social media assets, display ads, and contest pages.

- Created HTML emails using Salesforce Marketing Cloud with both Email Classic and Content Builder
- Segmented audiences using SQL/SOQL, Automation Studio, and Audience Builder
- Created forms for contests using Cloud Pages which onboarded 5-10,000 new subscribers for each contest
- Improved customer experience using Journey Builder
- Lead interviews in the hiring of new associates
- Designed display ad and social media promotions
- Promoted social posts using Social Studio
- Supported Lev Digital in standing up a Data Extension-based instance in Salesforce Marketing Cloud
- Supported Salesforce Marketing Cloud Developer and Director of Retention and Loyalty Marketing with improving IP integrity by whitelisting a blacklisted IP address
- Created weekly reports on email metrics in Discover
- Maintained pages on the Art Van website using Salesforce Commerce Cloud
- Designed responsive promotional pages for the Art Van website
- Ran meetings with department representatives regarding future promotions
- Maintained weekly matrix involving coordinating all offers from all departments
- Handled multiple projects under strict deadlines on a daily basis
- Received peer recognition award twice in the 1+ years of its existence



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Experience (continued):

W2 Graphics & Web September 2010 - present
Rochester Hills, Michigan

Freelance Designer

Designed and developed creative for digital and print as needed.

- Designed websites, along with various print products, including: logos, invitations, flyers, brochures, and signage
- Worked closely with the client using roughs, wireframes, style sheets, and any other necessary tools to achieve the goals of the job
- Recent web design: Jan Martinez, Castelli Construction, CNC Training Academy
- Recent graphic design: Calverley Supply, WAZA FC (soccer club)

YP Holdings (formerly AT&T) May 1995 - September 2013
Southfield, Michigan

Spec Artist (January 2004 - September 2013)

Supervisor-Graphics Specialist (October 2002 - January 2004)

Lead Artist (July 1997 - October 2002)

Sold Artist (May 1994 - July 1997)

Held several positions including Graphic Artist, Graphics Manager, Photographic Compositor, and Lead Artist. I have been regularly asked to handle new products and workflows, train new artists, and test new systems.

- Designed ads for the YP Yellow Pages (formerly AT&T Real Yellow Pages)
- Held online meetings with sales reps and customers
- Lead artist in designing direct mail pieces
- Supervised team of 20+ artists and workflow clerks
- Lead interviews in the hiring of new associates
- Edited, retouched, and color corrected photos
- Participated in extensive testing for converting to a new platform
- Developed training material for conversion

Certification:

Salesforce Marketing Cloud Email Specialist

April 2020

Education:

Continued Education: Web Design - *Macomb Community College*

2009-2012

B.F.A. Graphic Communications - *College for Creative Studies*

1989-1994