

DANY SALGUEIRO

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WORK EXPERIENCE

Senior Solution Expert

Jan 2023 – Present

VML MAP

Lisbon, Portugal

- Troubleshoot and investigate of technical issues, related to e-mail deliverability, and target segmentation in Salesforce Marketing Cloud, using SQL.
- Implement, analyze, and troubleshoot A/B tests, engagement metrics, and digital journeys for e-mails in Salesforce Marketing Cloud.
- Lead and manage technical projects to ensure data accuracy, marketing operations internal processes, and accurate campaign targets.
- Identify areas of improvement, implement and manage data-driven solutions to business challenges.
- Collaborate with cross-functional teams, such as Software development and Data teams.
- Provide mentorship and guidance to the Marketing Operations team, based globally.
- Translate complex technical terminology clearly and understandably to business departments and clients.

Campaign Specialist

Jan 2022 – Jan 2023

VML MAP

Lisbon, Portugal

- Create and implement HTML e-mails.
- Create target segmentation through SQL and Adobe workflows.
- Work with Salesforce Marketing Cloud and Adobe Campaign Standard.

Digital Marketing Intern

Mar 2021 – Dec 2021

Hey Digital Ventures

Lisbon, Portugal

- Manage different clients in a digital marketing agency environment.
- WordPress development, design, and management.
- Social media ads and copywriting.
- SEO content writing.

EDUCATION

IADE - School of Design, Technology, and Communication

Oct 2021 – Jun 2024

Master's degree in Marketing and Innovation

IPAM Porto

Oct 2021 – Jun 2024

Postgraduate degree in Digital Marketing

University of Aveiro

Sep 2017 – Jun 2020

Bachelor degree in Marketing

CERTIFICATIONS

Marketing Cloud Email Specialist | Salesforce

Sep 2023

PROJECTS

Qualigesso Website | Wordpress, Elementor PRO, HTML

- Designed and developed a fully functional website from scratch for a family-owned business using WordPress and Elementor Pro
- Ensured responsive design for optimal viewing on all devices
- Authored all website content, including product and service descriptions and company information
- Added plugins and features, such as contact forms, social media integration, and website security, protecting against malware and unauthorized access
- Still provide ongoing support and maintenance, including updates, backups, and troubleshooting

SKILLS

Languages: SQL, HTML, Javascript

CRM Platforms: Salesforce Marketing Cloud, Adobe Campaign Standard

Spoken Languages: Portuguese (Native), English (Fluent), Spanish (Intermediate)