

Christopher Tobiasz

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Summary

Senior Technical Producer with 6 years of experience specializing in Salesforce Marketing Cloud (SFMC) development and consulting. I have worked with Fortune 500 and globally recognized brands such as American Express, Kohler, WM, Medtronic, Mars, Zoom, and IHOP (Dine), delivering high-impact email and web solutions. My expertise spans developing modular email templates, optimizing workflows, and solving complex challenges with AMPscript, dynamic content, and CloudPages/Web Studio. Whether building from scratch or guiding teams on best practices, I ensure scalable and efficient marketing strategies that drive results.

Experience

Sr. Technical Producer (Salesforce Marketing Cloud)

Cognizant

October 2023 - Present (Remote)

- Develop and optimize complex email templates using HTML, CSS, AMPscript, and Liquid within SFMC and Braze.
- Consult with clients across various industries, providing guidance on SFMC best practices, training, and implementation.
- Create and maintain modular content libraries for efficient email production and scalability.
- Troubleshoot and resolve technical challenges in SFMC, including data extensions, dynamic content, and setting up and managing customer journeys in Journey Builder.

Sr. Developer (Email Operations/Salesforce)

Shift Paradigm

November 2022 - October 2023 (Remote)

- Created and optimized engaging email campaigns using Email Studio, Journey Builder, and Automation Studio.
- Developed responsive and visually captivating email templates with advanced HTML, CSS, and AMPscript techniques.
- Managed and maintained data extensions, implementing personalization strategies to enhance engagement.
- Provided guidance and support for complex email development challenges within the team.

Sr. Developer (Email Operations/Salesforce)

ERGO Inc.

November 2019 - November 2022 (New York, NY)

- Expert in email development, front-end coding, and dynamic landing page creation.
- Successfully mentored junior team members, fostering growth and technical proficiency.
- Consistently optimized workflows and processes to enhance team efficiency.
- Collaborated with cross-functional teams to deliver impactful email campaigns.
- Demonstrated subject matter expertise and remained current with industry trends.

Education

Software Engineering

New York Code + Design Academy

2019

Bachelor of Psychology

Touro University

2017

Certifications

Salesforce Marketing Cloud Developer

March 2021 - Present

Salesforce Marketing Cloud Email Specialist

September 2020 - Present

Skills

- Languages: HTML/CSS, Javascript, AMPscript, Liquid
- Project Management: Jira and Mantis
- Frameworks/Libraries: React, Bootstrap, Node.js, AMP Email
- Tools/Platforms: Salesforce Marketing Cloud, Braze, Git, Heroku, GCP, Figma, MovableInk

- Testing/QA: Email on Acid, Litmus
- Soft Skills: Consulting, Collaborative Teamwork, Effective Communication, Problem Solving, Mentorship, Adaptability, Continuous Learning