

Christopher Tobiasz

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Summary

Experienced professional with 4 years specializing in Salesforce Marketing Cloud (SFMC) email development and front-end coding. Proven expertise in creating engaging email campaigns and coding dynamic landing pages. Proficient in HTML, CSS, and Javascript/AMPscript, with a commitment to staying current with industry trends. Strong mentorship skills and a collaborative approach to optimizing workflows and fostering team growth.

Experience

Sr. Developer (Email Operations/Salesforce)

Shift Paradigm

November 2022 - Present (Remote)

- Spearheaded the creation and optimization of compelling email campaigns using Salesforce Marketing Cloud's Email Studio, Journey Builder, and Automation Studio, harnessing 4 years of hands-on experience.
- Skillfully developed responsive and visually captivating email templates by leveraging advanced HTML, CSS, and AMPscript techniques, ensuring seamless cross-device compatibility and consistent branding.
- Played a pivotal role in maintaining data integrity by creating and managing complex data extensions, while also implementing data-driven personalization strategies to enhance customer engagement and boost conversion rates.
- Guided junior developers, providing them with personalized guidance and hands-on training to excel in the realm of email development within Salesforce Marketing Cloud.
- Demonstrated a strong commitment to knowledge sharing by crafting comprehensive documents and guidelines for junior developers, ensuring consistent quality and streamlined processes across the team.
- Pioneered the creation of innovative apps that streamlined colleagues' workflow processes, optimizing efficiency and fostering a culture of continuous improvement.

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, Ruby
- Frameworks/Libraries: React, Bootstrap, Node.js, Express, RoR
- Tools/Platforms: Git, Heroku, GCP, Figma, Movableink, Salesforce Marketing Cloud
- Testing/QA: Email on Acid, Litmus, Mantis
- Soft Skills: Collaborative Teamwork, Effective Communication, Problem Solving, Mentorship, Adaptability, Continuous Learning