



# AMANDA SACCHI

• Salesforce Marketing Cloud •

## EXPERIENCE

### 2023 - NOW

#### ► **Marketing Cloud Consultant - MLSE**

- **Operational Support:** Ensured efficient daily Marketing Cloud operations.
- **Journey Crafting:** Designed and maintained customer journeys, enhancing engagement through Marketing Cloud and Salesforce integration.
- **Web Studio Assets:** Created forms, landing pages, and more using HTML and AMPScript.
- **Data & Automation:** Executed SQL queries and automated marketing campaigns for personalized experiences.
- **Analytics & AI:** Utilized Social Studio, reports, and Einstein AI for advanced analytics and predictive insights.
- **Collaboration Tools:** Managed projects and teamwork effectively using Jira and Slack.

### 2021 - 2023

#### ► **Marketing Cloud Analyst - JFOX it Partners Marketing Cloud:**

- Support and creation of daily operations and digital marketing campaigns;
- Initial setup and implementation of Marketing Cloud organizations;
- Integrations, forms and landing pages;
- Integration with MC Connect e API REST;
- Social Studio e Advertising Studio;
- Creating journeys and campaigns using Journey Builder;
- Daily use of SQL to query and automate processes;
- Using HTML and AMPScript for Email Editing and Formatting;
- Engagement Studio, Social Studio e Datorama Reports;
- Einstein & Web Recommendation;

#### **Pardot:**

- Initial project implementation;
- Engagement Studio;
- HTML5 & CSS to build email templates e Landing Pages;
- Construction and configuration of Dynamic Lists, Landing Pages, E-mails and Segmentation;
- Maintenance and creation of flows and journeys.


## PERFIL

I'm a 28 year old girl with a strong passion and interest in technology, curious about how things work, owner of a few cats, a bit geeky, weekend cyclist and constantly evolving.

## GOAL: CONSULTANT MARKETING CLOUD

Work daily in the implementation, management and maintenance of the Salesforce Marketing Cloud platform.

## CONTACT

 +55 19 99221 9299

 amandasacchi@hotmail.com

[My Portfolio](#)

<https://www.linkedin.com/>

## EDUCATION

2024 • **Blockchain, Smart Contracts & Solidity** - ChainLink

2023 - 2024 • **Analysis and Systems dev** - FIAP

2021 - 2023 • **Computer Engineering (stopped)** - Universidade Estadual de Itajubá (UNIFEI)

2014 - 2019 • **Bachelor of Leisure and Tourism** - Universidade de São Paulo (USP)

2019 • **FRONT-END e BACK-END** - Academia Mastertech

## CERTIFIED

- **Solidity** - NearX (2024)
- **Admin** - Salesforce Marketing Cloud (2021)
- **Java** - PrideDev (2020)

## ► **Salesforce Marketing Cloud Intern - JFOX it**

### Partners

- Assist in building the communication plan with the client;
- Build and validate customer segmentations within the CRM tool;
- Structuring communication rules and campaigns within the customer lifecycle stages (Activation, Monetization or Retention);
- Monitor results and propose improvements and new tests such as: New audience selection, content, frequency and channel.

## HARD SKILLS



## SOFT SKILLS

- Team work
- self-taught
- Analytical thinking
- Dynamism
- Dedication
- Flexible
- Ethic
- Empathy