

JUAN CRISTÓBAL GALINDO FERNÁNDEZ

Salesforce Marketing Cloud Analyst • Salesforce Marketing Cloud Champion 2021
Certified Salesforce Email Marketing Specialist • Certified Salesforce Administrator

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PROFILE | Math, statistical analysis, and measurement enthusiast. I worked at a company which allowed me to be involved with the adoption, implementation, deploy, and operation of Salesforce Marketing Cloud Tools. This has provided me with a unique point of view of these tools and now I use this knowledge focusing in our consulting clients success.

COURSES & CERTIFICATIONS

- Certified Salesforce Marketing Cloud Administrator
- Certified Salesforce Email Marketing Specialist
- Google Analytics individual Qualification
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Measurement Certification
- Revinate Email Marketing Certification

TECHNOLOGIES & TOOLS

- Salesforce Marketing Cloud
- Salesforce Audience Studio
- Salesforce Social Studio
- Google Analytics
- Google Tag Manager
- Google Ads

LANGUAGES

English - Full working proficiency
Spanish - Native speaker

PROFESSIONAL EXPERIENCE

SALESFORCE MARKETING CLOUD CONSULTANT

Zigatta | 2021 - 2022(current job)

Support during the adoption, implementation, deployment and operation of the Salesforce Marketing Cloud Tools.

Project: fingerprint.

Role: Salesforce Marketing Cloud Developer. I'm providing assistance in data management, email creation, subscription management, web studio and email development.

Project: Hotel Buenavista

Role: Salesforce Marketing Cloud Consultant. I provided my insights and expertise from the hotel industry to build use cases that match the hotel requirements and the tools in Salesforce Marketing Cloud.

Project: Shoes.com

Role: Configuration and integration of Salesforce Marketing Cloud with Salesforce Audience Studio and Google Analytics 360.

Project: Universidad Fidélitas

Role: Salesforce Marketing Cloud configuration and training.

Project: Fundación Entebbe

Role: Salesforce Social Studio configuration and training.

Project: DFC

Role: Salesforce Audience Studio configuration, training and operation segments building, data capturing through dataLayer and Marketing Cloud tools.

TECHNOLOGY: Salesforce Marketing Cloud, Salesforce Social Studio, Salesforce Audience Studio, Google Analytics 360.

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EDUCATION

2004
ITBOCA, Marine Biology,
Bachelor's Degree

Why is a biologist working in Salesforce Marketing Cloud? You'd be surprised: but my area of expertise in the Biology circles back to Ecology. Populations and Communities ecology. All of this is based on math and particularly Set Theory, algebra and many other logic and highly intellectual tasks.

I like to think and to promote that the building of audiences and the taxonomy for it is pretty similar and in some cases even easier than the taxonomy and populations / communities I used to build when I practiced biology.

ABOUT ME

I love music and math. I like playing guitar, reading and playing videogames. I like watching anime and to practice lettering. I have a 5yo daughter and we live in Puerto Morelos: a small fishermen town close to Cancun in the Mexican Caribbean.

ONLINE COMMUNITY CARE COORDINATOR

Royal Resorts | 2014 - 2021

Support during the adoption, implementation, deploy and operation of the Salesforce Marketing Cloud Tools.

Salesforce Marketing Cloud : Marketing Cloud products implementation and administration in Royal Resorts' online properties:

- **Audience Studio:** Website Tagging | dataLayer implementation | SuperTag configuration | Attribute mapping | Audience creation with 1st party and 3rd party attributes | Audience activation | Reports.
- **Social Studio:** Social media accounts configuration and management.
- **Advertising studio:** Audiences management and creation.
- **Email Studio:** Content creation and tagging.
- **Journey Builder:** Journey design | Import data from Audience Studio.

Online Reputation Management: To review, respond and analyze reviews in specialized sites such as Trip Advisor and Expedia | Coordination of review-gathering campaigns via Email Marketing.

Community Management: Customer interaction in social media such as facebook, instagram, twitter, etcetera by a team of two.

Facebook Campaigns: Paid campaigns coordination for in-house Travel Agency, restaurants, weddings and vacation ownership products | Creation and optimization of ads | KPI analysis.

Google campaigns: Paid campaigns coordination for travel agency and vacation ownership products.

Google Analytics: Implementation and administration of google analytics properties.

Google Marketing Platform: Develop and implementation of DV360 and SA360 in coordination with an external agency | Content creation for email marketing, ads and blogs.

TECHNOLOGY: Salesforce Audience Studio, Salesforce Marketing Cloud, Google Analytics, Google marketing platform, Google Tag Manager.