

Senior Salesforce Dev Marketing Cloud

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Company: Epam

Location: Argentina

Category: other-general

Description

DESCRIPTION

Join EPAM, a global leader in digital platform engineering and software development services, as a **Senior Salesforce Developer specializing in Marketing Cloud**.

We're seeking an innovative engineer with a deep understanding of Salesforce Marketing Cloud and the passion to unlock its potential within our organization.

You'll integrate transactional and behavioral data and utilize the platform's capabilities to enhance customer engagement. If you're driven by data, specialize in Salesforce, and thrive in a dynamic work environment, we would love to hear from you.

EPAM is a leading global provider of digital platform engineering and development services. We are committed to having a positive impact on our customers, our employees, and our communities. We embrace a dynamic and inclusive culture. Here you will collaborate with multi-national teams, contribute to a myriad of innovative projects that deliver the most creative and cutting-edge solutions, and have an opportunity to continuously learn and grow. No matter where you are located, you will join a dedicated, creative, and diverse community that will help you discover your fullest potential.

Responsibilities

Develop and implement a comprehensive Marketing and Communication plan using

Salesforce Marketing Cloud and Salesforce Data Cloud

Take the lead in project communication efforts, including providing status updates, managing and escalating issues, and overseeing dependencies

Independently drive project initiatives without the need for close management

Monitor project progress, ensuring adherence to timelines and deliverables

Analyze data and insights from Salesforce Marketing Cloud and Salesforce Data Cloud to optimize marketing strategies and campaigns

Offer guidance and support to team members on the implementation and use of Salesforce Marketing Cloud and Salesforce Data Cloud

Requirements

Substantial expertise in Salesforce Marketing Cloud, including experience with journey builder, email studio, automation studio, and data extensions

Deep knowledge of Salesforce Data Cloud, with a focus on data management and integration capabilities

Proven experience in successfully implementing Marketing and Communication plans using Salesforce Marketing Cloud and Salesforce Data Cloud

Excellent communication and interpersonal skills for effective collaboration with clients, development teams, management, and other stakeholders

The ability to work independently, prioritize tasks, and manage time effectively to meet project deadlines

Strong problem-solving skills and the capability to manage and escalate issues as necessary

Experience in project management or leading cross-functional teams would be beneficial

Technologies

Salesforce Data Cloud

Salesforce Marketing Cloud

We Offer

Health Insurance

Life Insurance (SVO)

Occupational Risk Insurance (ART)

Paid Time Off Vacations. 14 calendar days a year, the number of days will increase by seniority based on local law rules

Sick leave

Exceptional Leave. Take paid time off for your major life changes (childbirth, marriage, etc.)

Compensation of costs for internet, electricity, and personal laptop usage (if applicable)

Stable full-time workload

Thousands of projects for top brands

Stable income

Referral Program

Certification opportunities

Unlimited access to LinkedIn learning solutions

Language courses

Relocation Assistance Package

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