

CHARMAINE MCDUGALD

SALESFORCE MARKETING CLOUD EXPERT

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LINKS

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AREAS OF EXPERTISE

Salesforce Marketing Cloud
SSJS (Server Side JavaScript)

HTML/CSS

Salesforce Platform

Problem Solving & Analytics

Software Troubleshooting

Knowledgeable in User
Interface/ User Experience

Adaptability

Process Optimization

Automation Studio

SOQL/SQJ

Content Studio

Contact Studio & Audience
Builder

Journey Builder

Mobile Studio

Web Studio (Cloud pages)

AB Testing

Data Cloud (Data360)

Flow Builder

Schema Builder

LWC (Lightning Web
Components)

Einstein Personalization

Marketing Cloud Intelligence
(Datorama)

Agentic Marketing

PROFILE

Experienced Salesforce Marketing Cloud developer and cross-cloud strategist with 15+ years of hands-on experience in platform architecture and enterprise-scale implementation. Expertise in design, installation, testing and maintenance of software systems. Equipped with a diverse and promising skill set. Proficient in various platforms, languages, and embedded systems. Experienced with cutting-edge development tools and procedures. Able to effectively self-manage during independent projects, as well as collaborate as part of a productive team. Recognized for leadership skills, mentoring, documenting, automation strategy, and driving platform innovation through analytics-led data driven solutions.

PROFESSIONAL EXPERIENCE

Software Engineer at Amica Mutual Insurance, Lincoln

Jan 2024 — Oct 2025

- Implemented process changes and innovative email design framework that decreased time to market by 50%
- Planned and implemented 40% of customer journeys connected with financial services cloud, advertising studio, mobile studio, and cloud pages
- Delivered Marketing emails to 3M+ contacts via Salesforce Marketing Cloud
- Maintained Marketing Cloud Connect with Financial Services Cloud
- Removed 2.2M+ excess contacts from 6.1M+ database by identifying duplicates, test records, and non-deliverables. Built no code filtering logic to support marketing team cleanup, eliminating overage charges and improving data hygiene
- Redistricted Jira Ticketing system, templates, and ticket workflow to create a faster and smoother process.
- Created internal SLAs, training videos, digital libraries, data dictionary, and confluence documentation.

Manager Digital Marketing User Experience and Developer at Travel and Leisure, Co., Orlando

Oct 2018 — Dec 2023

- Headed a team of 3 in house employees and 10 off shore employees of List Engage
- Modernized, implemented and maintained code base for a dynamic template engine generating 990+ (19 languages rtl & ltr) personalized notifications. Using automation Studio, Cloud pages, and journey builder.
- Served as Admin and Developer for 2 instances of marketing cloud with over 10 business units.
- Revitalized Tripbeat brand deliverability performance, collaborating with the marketing team from 5% on Gmail to 80%+

Deliverability and Monitoring

Platform Administration and
User Management

Responsive Email Design

REST/SOAP API

AMPScript

JSON

Liquid/Taxi For Email

Python

APEX

Cross-Platform

- Implemented QA and Collaboration Tools.
- Chosen for a very limited spot in the Global Leadership Bench Program

Email Marketing Specialist at Meridian Technologies, Parsippany-Troy Hills

Jul 2018 — Oct 2018

- Built modular email designs using HTML, CSS, SSJS, SOQL, AMPScript,
- Identified and implemented process improvements reducing error and enhancing productivity over 25%.
- Responsible for email program sending 70+ automated email campaigns, as well as 7-10 Ad-hoc email sends to over 125M+ recipients each week.

Star Selling Ambassador at Macy's, Millburn

Oct 2013 — Feb 2015

- Holiday Manager of Macy's Dress department for 2 holiday seasons.

Responsible for 10-12 employees per shift

- Foster a respectful, inclusive environment, collaborating with store leadership on strategies to increase productivity. Responsible for driving sales, profit, and customer loyalty by leading a high-performing team, overseeing merchandising standards, and managing daily operations, including Omni fulfillment
- Implement visual merchandising directives, manage inventory placement, and execute marketing/signage strategies to enhance the shopping experience.

Digital Media Marketing and Ad Coordinator at Northstar Travel Media LLC, Secaucus

Jan 2008 — Apr 2018

- Supported clients and sales teams with campaign analytics, ensuring timely deliverable and measurable ROI.
- Generated over 1M+ in revenue working on 5 major publications.
- Oversaw 15 Ad-hoc emails weekly, 2 websites, and 17 e-newsletter schedule, guaranteeing alignment with sales commitments.
- Played a vital role in implementation of App Nexus Double Click for Publisher's and Exact Target (Salesforce Marketing Cloud)

EDUCATION

Master of Business Administration at Keller Graduate School Of Management, New York

Jul 2008 — Mar 2024

Bachelor of Computer Science and Information Systems at DeVry University, North Brunswick Township

Jan 2004 — Jun 2007

Panorama Travel Global Leadership Bench at Travel and Leisure Co., Parsippany-Troy Hills

Aug 2023

1 of 20 chosen for that year globally.

Certified Developer at Litmus

Sept 2022

Email Marketing Specialist Certification at Salesforce Trailhead

Mar 2024

Salesforce Platform Foundations at Salesforce Trailhead

Feb 2026

Salesforce Certified Administrator at Salesforce Trailhead

Apr 2026

Instructor Led Salesforce Training at Salesforce Trailhead

Jan 2025 — Dec 2025

RELEVANT PROJECTS

Contact Delete Project at Amica Mutual Insurance, Lincoln

Sept 2025

Working with marketing team to remove excess contacts from the systems which would cause company overcharges. Found pieces such as duplicate email addresses, contacts without channels, Test contacts, Undeliverable and Bounced. Mapped all contacts together so they could be sorted by the marketing team using no-code filtering. The original number of contacts was 6.1M+ I was able to remove over 2.2M excess contacts.

Email Process Overhaul

Creation, planning, and documentation of email process saving at least 50% of time to market. Including creating new specs for images, color codes, and email layouts. The main focus was to make the emails mobile first and dark mode ready.

Documentation

Upon my arrival the only documentation that existed for the email program was provided by the consulting firm Slalom that stood up the instance for them. Upon changing processes, building email design system, and creating reusable automations to save time; I documented all of these processes on Confluence.

MC Advertising Studio

Stood up AdStudio program to ad exclusion and inclusion list for Social Media Advertising. This also included using AdStudio integrated with Journey Builder and Automation Studio.

RCI Rebranding at Travel and Leisure Co.

In 2022 worked to completely rebrand the RCI Email Program. This included a new email design system with modular html blocks useable with a template. Implemented the new design system within marketing cloud.

Panorama Travel Solutions Email Program

2021 — 2023

Engineer and implement a fully dynamic, data-driven email template in collaboration with industry expert Adam Spriggs, supporting seamless customization for over 100 co-brands under the Panorama Travel Solutions umbrella. Design and configure logic-driven automation enabling the template to dynamically update logos, links, imagery, and sender profiles based on real-time data variables, significantly enhancing personalization and brand integrity. Maintain and refine

framework over two years, improving performance, scalability, and long-term adaptability while reducing manual intervention and production time.

Simon Data CDP Integration with Salesforce Marketing Cloud

2021

Led the technical architecture and execution of the Simon Data CDP integration with Salesforce Marketing Cloud, overseeing the full lifecycle from schema design to API implementation and automation. Developed and optimized bidirectional data flows and feedback mechanisms to ensure accurate synchronization of customer insights and behavioral triggers. Sustained uninterrupted operations of the RCI Email Program, supporting the successful deployment of approximately 125 personalized campaigns monthly while maintaining data integrity, automation efficiency, and platform stability.

Wyndham Destinations Tripbeat Deliverability Project

2019

Worked with marketing team to build Tripbeat gmail deliverability from 5% to over 80%

LINKS

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