

CHARMAINE NICOLE McDOUGALD | MBA

SALESFORCE MARKETING CLOUD DEVELOPER

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PROFESSIONAL SUMMARY

Salesforce Marketing Cloud Engineer with 15+ years architecting enterprise-scale marketing automation, cross-cloud integrations, and personalization frameworks that translate complex business requirements into production-grade communications infrastructure. Deep expertise across **Marketing Cloud, Financial Services Cloud, Data Cloud, and Simon Data CDP**, combining REST and SOAP API engineering, schema design, and AMPScript, SQL, and JavaScript development to deliver scalable, brand-aligned campaigns. Proven record of **leading platform migrations, mentoring distributed engineering teams, and reducing campaign time-to-market by 50%** through modular design systems and reusable automation. Trusted advisor to leadership on KPI strategy, deliverability, and platform innovation across multi-brand global environments.

CAREER HIGHLIGHTS

50%

Reduction in campaign time-to-market through modular design systems

2.2M+

Excess contacts removed from 6.1M+ database, eliminating overage charges

100+

Co-branded programs supported under dynamic Panorama email framework

CORE COMPETENCIES

- ◆ Marketing Cloud Architecture
- ◆ Marketing Cloud Connect & FSC
- ◆ Modular Email Design Systems
- ◆ Email Deliverability & Compliance
- ◆ Cross-Cloud Integration & APIs
- ◆ Journey Builder & Automation Studio
- ◆ Dynamic Personalization Frameworks
- ◆ Platform Migration & Modernization
- ◆ CDP Integration (Simon Data)
- ◆ AdStudio & Cross-Channel Campaigns
- ◆ Segmentation & Data Modeling
- ◆ Team Leadership & Agile Delivery

PROFESSIONAL EXPERIENCE

Amica Mutual Insurance | Lincoln, RI

Jan 2024 – Oct 2025

Software Engineer, Salesforce Marketing Cloud

Architected and maintained Salesforce Marketing Cloud infrastructure for 6.1M+ contact insurance database, integrating Financial Services Cloud through Marketing Cloud Connect and translating cross-functional requirements into scalable automation, personalization, and reporting solutions aligned to brand and performance standards.

- Reduced campaign **time-to-market by 50%** by introducing mobile-first, dark-mode-ready **email design system** that standardized imagery, color codes, and modular layout specifications across the program.
- Removed **2.2M+ excess contacts** from **6.1M+** database by identifying duplicates, test records, and undeliverable, then engineered nocode filtering logic that **eliminated overage charges** and enabled long-term data hygiene.
- Stood up **Advertising Studio program** from scratch and integrated exclusion and inclusion logic with Journey Builder and Automation Studio to power targeted social media campaigns.
- Authored complete **Confluence knowledge base** covering workflows, design fundamentals, and reusable automation, replacing outdated consulting artifacts and accelerating onboarding for cross-functional teams.
- Trained marketing teams on **Marketing Cloud Intelligence reporting** and content block usage while building internal seed lists and alias tracking that enhanced QA coverage and email client analytics.
- Streamlined intake by designing **Jira ticket templates and workflow documentation**, and delivered custom automation that accelerated recurring monthly tasks and reduced manual overhead.

Travel + Leisure Co. (formerly Wyndham Destinations) | Parsippany, NJ

Feb 2018 – Dec 2023

Manager, Digital Marketing — Salesforce Marketing Cloud

Engineered scalable email infrastructure across **2 global Salesforce Marketing Cloud instances** supporting **8 Panorama business units**, including RCI and Panorama Travel Solutions. Hired and led three direct reports plus offshore team of 10 with List Engage and regional EMEA team. Owned CDP and API integrations, partnering with experts from List Engage and DEG to elevate technical capability and personalization.

- Led technical architecture and implementation of **Simon Data CDP integration with Salesforce Marketing Cloud**, overseeing schema design, API execution, and bidirectional data flows that powered the RCI Email Program and supported approximately **125 personalized campaigns per month**.
- Engineered **dynamic email template engine, generating 990+ personalized notifications per member and transaction** across 19 languages with right-to-left and left-to-right support, leveraging Automation Studio, CloudPages, and Journey Builder.
- Designed **modular email design systems for two RCI rebranding initiatives**, enabling scalable customization and consistent cobranded experiences across 100+ Panorama Travel Solutions partners.
- Revitalized **Tripbeat brand Gmail deliverability from 5% to 80%+** by partnering with the marketing team on sender reputation, authentication, and engagement-based list hygiene.
- Refactored legacy codebase and **automated workflows** to reduce manual effort and improve campaign agility, while delivering advanced segmentation through **AMPScript, SQL, JavaScript, Python, and Liquid**.
- Implemented **Litmus and Taxi for Email** to improve QA and design consistency across distributed teams, while authoring SLAs, training videos, and digital libraries that scaled onboarding, mentorship, and cross-team knowledge sharing.

Northstar Travel Group | Secaucus, NJ

Jun 2008 – Apr 2018

Digital Media Marketing & Ad Coordinator

Managed digital advertising and email marketing initiatives across **5 major travel and tourism publications**, contributing to **over \$1M in departmental revenue**. Built and deployed e-newsletters, promotional emails, and web campaigns while maintaining subscriber databases, segmenting audiences, and validating QA across all deliverables.

- Produced **17 weekly e-newsletters and 15+ recurring email campaigns** across multiple brands, maintaining schedule integrity and quality through standardized scheduling protocols.
- Coordinated production and development teams to **launch and relaunch four corporate websites**, and led the **ad platform migration from AppNexus to DoubleClick for Publishers**, improving reporting accuracy across marketing and analytics teams.

TECHNICAL PROFICIENCIES

Salesforce Ecosystem	Marketing Cloud, Email Studio, Journey Builder, Automation Studio, Content Builder, Contact Builder, AdStudio, Mobile Studio, Web Studio (CloudPages), MC Personalization, MC Intelligence (Datorama), Data Cloud (Data 360), Financial Services Cloud, Sales Cloud, Service Cloud, Marketing Cloud Connect, Flow Builder, Schema Builder, Lightning Web Components
Development & Scripting	AMPScript, SQL, SSJS, JavaScript, HTML, CSS, Python, Liquid, APEX, JSON, XML, Object-Oriented Programming
Integration & APIs	REST APIs, SOAP APIs, Postman, GitHub, Marketing Cloud Connect
QA, Analytics & Tools	Litmus, Taxi for Email, Parcel.io, A/B Testing, Power BI, Google Analytics, Jira, Confluence, MS Project, VS Code, Sublime Text, Lucidchart, Adobe Creative Suite
Methodologies	Agile, Scrum, Technical Documentation, Workflow Automation, Continuous Deployment, CrossFunctional Leadership,

EDUCATION, CERTIFICATIONS & RECOGNITION

Master of Business Administration

Keller Graduate School of Management, DeVry University | 2024

Bachelor of Science, Computer Information Systems

DeVry University | *Front-End Development Concentration*

Certificate, Network & System Administration

Chubb Institute

◆ Salesforce Certified Administrator (*Scheduled for July 2026*)

◆ Salesforce Certified Platform Foundations (*Feb 2026*)

◆ Salesforce Certified Email Marketing Specialist (*Mar 2024*)

◆ Litmus Certified Email Developer (*Sept 2022*)

◆ Certified Florida Notary and RON Notary

Recognition: Global Leadership Bench Program Graduate, Travel + Leisure Co. — selected as 1 of 20 high-potential leaders chosen globally for the 2023 cohort.