

CHARMAINE NICOLE McDOUGALD

Groveland, FL | 352-973-2282 | cmcdougald81@outlook.com | www.linkedin.com/in/CCirksey-McDougald/

SALESFORCE MARKETING CLOUD ENGINEER

Cross-cloud platform developer and integration strategist specializing in scalable architecture, personalization logic, and automation design.

Salesforce Marketing Cloud developer and cross-cloud strategist with 15+ years of hands-on experience in platform architecture, CDP integration, and enterprise-scale implementation. Proven success engineering dynamic, data-driven email infrastructure and optimizing performance across Journey Builder, Automation Studio, and AdStudio. Skilled in translating business requirements into technical specifications, designing modular systems, and integrating platforms via APIs and Marketing Cloud Connect. Proficient in Financial Services Cloud, Data Cloud, and external systems. Recognized for mentoring junior developers, documenting reusable automation, and driving platform innovation through analytics-led planning and long-term maintainability.

AREAS OF EXPERTISE

- Cloud API Integration
- CDP Architecture & Data Modeling
- Modular Email Design Systems
- Email Personalization & Targeting
- Marketing Automation Strategy
- Performance Analysis
- QA & Workflow Validation
- Technical Documentation & Training
- Ad Platform Migration & Setup
- Digital Campaign Execution
- Multi-Brand Program Management
- Stakeholder & Vendor Collaboration

ACCOMPLISHMENTS

- **Panorama Travel Solutions Email Program:** Developed and maintained a dynamic Salesforce Marketing Cloud template for 100+ co-branded programs. Built logic to personalize logos, links, images, and sender profiles based on data variables. Partnered with industry expert Adam Spriggs to architect a scalable solution and led two years of iterative enhancements.
- **Simon Data CDP Integration with Salesforce Marketing Cloud:** Led technical architecture for the integration of Simon Data CDP with Salesforce Marketing Cloud. Defined and implemented data schema, API connectivity, and feedback automation. Enabled seamless continuity of the RCI Email Program, supporting delivery of approximately 125 unique emails per month.
- **Leadership Recognition:** Selected as Global Leadership Bench Program Graduate at Travel + Leisure Co., recognizing high-potential leaders across the organization.

WORK EXPERIENCE

Amica Mutual Insurance Company, Lincoln, RI
Software Engineer, Salesforce Marketing Cloud

2024- 2025

Architected, developed, and maintained email marketing infrastructure within Salesforce Marketing Cloud. Participated in technical design sessions, document solutions in Confluence, and collaborate with cross-functional teams to execute campaigns aligned with brand and performance goals. Built and launched campaigns using Ad Studio and Journey Builder, integrated with Financial SParevices Cloud via Marketing Cloud Connect. Maintained platform integrity across Marketing Cloud, Financial Services Cloud, and Marketing Cloud Connect. Applied strategic thinking to optimize automation, personalization, and reporting capabilities.

- **Removed 2.2M+ excess contacts** from a 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.
- **Reduced time-to-market by 50%** by implementing a mobile-first, dark mode-ready email design system with standardized specs.

- **Overhauled email production process** by introducing new specs for imagery, color codes, and layout standards to support mobile-first and dark mode-ready campaigns.
- **Created and published technical documentation** in Confluence covering workflows, design fundamentals, and reusable automation, replacing outdated consulting artifacts and enabling cross-team knowledge transfer.
- **Stood up Advertising Studio program** and integrated exclusion/inclusion lists with Journey Builder and Automation Studio to support targeted social media campaigns.
- **Trained marketing teams** on Marketing Cloud Intelligence reporting and content block usage to improve operational efficiency.
- **Established internal seed list** and implemented alias tracking for enhanced testing and analytics across email clients.
- **Designed Jira ticket templates and workflow documentation** to streamline intake and cross-team collaboration.
- **Delivered custom automation solutions** to accelerate monthly tasks and reduce manual overhead.

Travel + Leisure Co. (formerly Wyndham Destinations), Parsippany NJ & Orlando FL Manager, Digital Marketing – Salesforce Marketing Cloud

2018 – 2023

Engineered and maintained scalable email infrastructure across two global Salesforce Marketing Cloud instances supporting eight Panorama business units. Hired and led three direct reports, an offshore team of ten, and a regional EMEA team. Architected platform integrations, including CDP and API connectivity, and led technical implementation of high-volume campaign systems. Collaborated with industry experts from List Engage and DEG to enhance technical capabilities and design quality, driving continuous improvement in campaign performance, personalization, and efficiency.

- **Led technical architecture and development** of Simon Data CDP integration with Salesforce Marketing Cloud, overseeing schema design, API execution, and bidirectional data flows.
- **Built dynamic email template systems** generating 990+ personalized transactional notifications per member and transaction.
- **Developed modular email design systems** for two RCI rebranding initiatives, enabling scalable customization and improving brand consistency across co-branded programs.
- **Refactored legacy codebase and automated workflows** to reduce manual effort and improve campaign agility across brands.
- **Delivered advanced segmentation and personalization strategies** using AMPScript, SQL, JavaScript, Python, and Liquid to support dynamic content and behavioral triggers.
- **Implemented QA and collaboration tools** like Litmus and Taxi for Email to improve design consistency across distributed teams.
- **Created internal SLAs, training videos, and digital libraries** to support onboarding and cross-team knowledge sharing.
- **Facilitated Lunch & Learn sessions and mentored developers** across UX, marketing, and offshore teams.
- **Advised leadership on Apple MPP impact** and adapted KPI tracking methodologies to maintain reporting accuracy and performance.

Northstar Travel Group, Secaucus NJ Digital Media Marketing and Ad Coordinator

2008 – 2018

Managed ads and email campaigns contributing 1M+ in departmental revenue. Executed end-to-end digital advertising and email marketing initiatives across multiple brands in the travel, tourism, and meetings industries. Built and deployed e-newsletters, promotional emails, and web-based campaigns using proprietary platforms. Maintained subscriber databases, segmented audiences, and ensured campaign accuracy through rigorous QA and schedule validation. Monitored advertising materials, negotiated extensions, and ensured alignment with client specifications and deadlines. Supported clients and sales teams in interpreting campaign analytics and refining digital marketing strategies. Collaborated with production, development, and sales teams to align deliverables with business goals and timelines.

- **Produced 17 weekly eNewsletters and 15+ recurring campaigns**, maintaining quality and schedule across multiple brands.
- **Launched and relaunched four websites**, coordinating across production and development teams to ensure seamless execution.

- **Elevated campaign engagement** by executing rich media and mobile video promotions in partnership with third-party vendors.
- **Migrated ad platform from AppNexus to DoubleClick**, improving reporting accuracy and streamlining operations across marketing and analytics teams.
- **Delivered digital promotions through AppNexus, DoubleClick** for Publishers, and Salesforce Marketing Cloud, supporting cross-brand advertising initiatives.
- **Standardized scheduling protocols** for email, web, and e-newsletter campaigns, enabling consistent order tracking and fulfillment.
- **Authored technical documentation** and trained team, strengthening departmental knowledge and onboarding efficiency.

TECHNICAL PROFICIENCIES

Salesforce Expertise:	Marketing Cloud, Journey Builder, Email Studio, Automation Studio, Contact Builder, Ad Studio, MC Personalization, Web Studio (Cloud Pages), Mobile Studio, Agentforce, Salesforce Sales & Service Cloud, Data Cloud (Data 360), Financial Services Cloud, Lightning Web Components (LWC), Content Builder, Flow
Development & Scripting:	AMPScript, SQL, SSJS, HTML/CSS, JavaScript, Python, Liquid, Object Oriented Programming (GIT, APEX)
Integration & Tools:	REST/SOAP APIs, Postman, GitHub, VS Code, Lucidchart, Sublime Text
Project Leadership:	Agile/Scrum, Jira, Confluence, MS Project, Team Mentorship
Analytics & Optimization:	KPI Reporting, Data Hygiene, CDP Integration (Simon Data), Power BI, Google Analytics, MC Intelligence Reporting

EDUCATION & TRAINING

Master of Business Administration, Keller Graduate School of Management

Bachelor of Science in Computer Information Systems, DeVry University

Certificate in Network Administration, Chubb Institute

Salesforce Training – Instructor-Led Courses, Marketing Cloud Personalization, Data Cloud 101, Data Cloud 301

CERTIFICATIONS

Salesforce Foundations Certification, expected completion Dec 2025

Salesforce Certified Administrator, expected completion Jan 2026

Salesforce Certified Email Marketing Specialist

Litmus Certified Email Developer