Jason Hanshaw
Salesforce Developer

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Jason Hanshaw is a Salesforce Developer who combines experience in web development, data analysis and email marketing to deliver innovative results to clients. Whether it's setting up custom 1:1 journeys to help clients reach their customers in new ways or delivering custom API integrations with Salesforce, he delivers high-quality solutions that meet business needs.

He currently resides in Austin, but is open to remote work or relocation for the right opportunity. Colleagues describe him as focused, positive and goal-oriented.

Experience

Salesforce Developer, American Campus Communities, Austin, TX   2019–
Led strategy and architecture of the organization's Salesforce Marketing Cloud environment. Used data analysis and categorization in order to develop automated 1:1 user marketing experiences. Developed custom Journey Builder activities to extend the functionality of the tool in order to meet business needs. Extended Content Builder to provide client-specific email editors for business-team use. Built API wrappers for data extensions in order to integrate Marketing Cloud data with other platforms such as Tableau and Google Analytics. Created custom applications that interface with Salesforce in order to provide custom dashboards, automated marketing processes, internal tooling and version control. Designed and developed lightning web components using Javascript, APEX and SOQL that allowed property staff to segment data and message Leads and Accounts.

Salesforce Marketing Cloud Developer/Data Warehouse Analyst, T3, Austin, TX   2018-2019
Responsible for providing CRM and data solutions for one of the world's largest QSR brands. Created audience segments and provided business insight using SQL in conjunction with Snowflake, Redshift and Salesforce. Developed custom analytics dashboards and automated monitoring systems in order to provide greater insight and visibility to CRM products using Python, Ruby and D3.js. Utilized external applications with the Salesforce Marketing Cloud API to automate processes and provide enhanced levels of email scripting.

Platform Engineer, Merkle Inc., Denver, CO/Remote   2018
Used SQL to provide custom segmentation and analytics for global brands in order to meet their business needs. Utilizied tools such as Audience Builder, Social Studio, Advertising Studio and external platform integrations to deliver a marketing experience across platforms. Led Salesforce Marketing Cloud system administration by exercising ownership or user permissions, roles, business units and API configurations. Built Python and Ruby web applications in order to implement custom solutions for CRM and web projects. Involved directly with the client to implement new project management methodologies while providing a revised scope of work for resources. Utilized Javascript and other front-end technologies to build web applications, landing pages and complex email delivery logic. Used the Marketing Cloud Connector to create synchronized data sources and custom Salesforce journey entry events in order to leverage data within Sales Cloud.

Email Developer, Merkle Inc., Denver, CO/Remote   2016–2018
Utilized Salesforce Marketing Cloud, Adobe Campaign and other ESPs to develop and implement marketing campaigns for clients. Led campaign strategy and development practices for a Fortune 10 client, in addition to setting up email, SMS and push triggers in order to meet their business needs. Built complex customer journeys using Journey Builder and Contact Builder for automated and personalized marketing strategies. Developed landing pages and interactive email components for clients using tools such as VueJS, Sinatra and the Salesforce Marketing Cloud API.

Email Marketing Specialist, Apt Marketing Solutions, Remote   2017–2018
Developed responsive email templates and campaigns for well-known brands, while assisting in campaign strategy and design. Oversaw the daily scheduling and deployment of automations, triggers and ad-hocs as well as troubleshooting any issues that occurred. Used SQL queries and ESP platform tools to segment and filter data in order to refine audiences.

Web Developer, Kinfizz Inc., Remote   2014–2016
Responsible for development and maintenance of commercial websites. Used both Wordpress and Shopify to develop custom templates and e-commerce solutions as well as implementing analytics to track customer behavior. Developed, designed and maintained a custom social media analytics dashboard using Dashing, Sinatra and Coffeescript which was marketed and sold to external clients.

Skills

Email Development: Salesforce Marketing Cloud, Ampscript, SSJS, Responsys, MailChimp, Eloqua

Data Analysis: Snowflake, Redshift, SQL, PostgreSQL, Punchh

Salesforce Development: Apex, SOQL, Aura, Lightning Web Components, Administration

Web Development: Vue.js, JQuery, Ruby, Sinatra, AWS, SASS, Node.js, Python

Design: Adobe Creative Suite, Sketch

Certifications

Salesforce Marketing Cloud Email Specialist