Jason Hanshaw

Author — Marketing Technology Specialist

📱 (512) 761-7483   jhanshaw.martech@gmail.com   🏠 Austin, TX

in/jason-hanshaw-developer   Automating Salesforce Marketing Cloud   🌐 jasonhanshaw.com

Profile

Accomplished marketing technology leader with a strong background in architecting and implementing innovative solutions to drive business growth. Recognized as a subject matter expert in marketing technology and omnichannel execution, leveraging deep expertise to design and deploy successful strategies for global brands. Author of "Automating Salesforce Marketing Cloud," a technical handbook offering insights into automation strategies within the system. Specialized in solution architecture and development within the marketing technology space, bringing a unique blend of technical proficiency and strategic vision to deliver impactful solutions.

Certifications

- Salesforce Certified Data Cloud Consultant

- Salesforce Certified Marketing Cloud Administrator

- Salesforce Certified Marketing Cloud Email Specialist

- Salesforce Certified Marketing Cloud Developer

- Salesforce Certified Marketing Cloud Consultant

Professional Experience

VP, Director of Marketing Technology, *FCB Health*   **[Remote]** *April 2022 - Present*
- Lead the Marketing Technology Department, overseeing a team dedicated to enhancing client strategies and campaigns through innovative marketing technology solutions.

- Spearheaded the expansion of the team, increasing its size by over 60% to accommodate the growing demands of the agency.

- Successfully pitched and secured business from more than 20 pharmaceutical clients, showcasing the agency's capabilities and expertise in the healthcare sector.

- Collaborated closely with senior leadership and internal resources to develop and implement an omnichannel execution framework, revolutionizing the agency's approach to client service and delivery.

- Managed a diverse range of resources responsible for implementing and executing marketing technology platforms, including ActiveCampaign, Braze, Campaign Monitor, and Salesforce Marketing Cloud.

- Oversaw the integration of customer data platforms, web personalization tools, and analytics/intelligence tools to optimize client campaigns and drive measurable results.

Salesforce Marketing Cloud Engineer, *DEG Digital*   **[Remote]** *October 2019 - April 2022*
- Played a pivotal role as the principal tech lead for one of DEG Digital's largest clients, a prominent global clothing company, specializing in Salesforce Marketing Cloud solutions.

- Acted as the primary subject matter expert for Salesforce Marketing Cloud, providing expert guidance on data integrations, custom tooling, customer portals, and complex journey requirements.

- Led the successful implementation of tailored Salesforce Marketing Cloud solutions, ensuring seamless execution of campaigns and strategies aligned with the client's objectives.

- Collaborated closely with internal teams to develop and refine best practices for Salesforce Marketing Cloud implementation and usage, driving efficiency and innovation within the organization.

Salesforce Developer, *American Campus Communities*   **Austin, Texas Area** *January 2019 - January 2024*

- Directed the marketing technology implementation for American Campus Communities, a leading provider of student housing, overseeing the setup, configuration, and management of the Marketing Cloud platform.

- Developed and deployed multiple Lightning Web Components (LWC) within Sales Cloud to enhance marketing capabilities and streamline operations.

- Created a user-friendly distributed marketing application enabling property managers and marketing teams to execute targeted campaigns tailored to their properties. Widely adopted company-wide, it revolutionized marketing workflow efficiency.

- Designed and implemented a comprehensive Marketing Cloud dashboard providing real-time insights into campaign performance and engagement metrics at the property level, serving as a vital tool for decision-making and optimization.

Developer/Data Warehouse Analyst, *T3*   **Austin, Texas Area** *August 2018 - January 2019*

- Provided CRM and data solutions for one of the world's largest QSR brands, creating audience segments and delivering business insights using SQL, Snowflake, Redshift, and Salesforce.

- Developed custom analytics dashboards and automated monitoring systems using Python, Ruby, and D3.js, enhancing visibility and insight into CRM products.

- Utilized external applications with the Salesforce Marketing Cloud API to automate processes and enhance email scripting capabilities.

Platform Engineer, *Merkle*   **Greater Denver Area** *March 2018 - August 2018*

- Utilized SQL to provide custom segmentation and analytics for global brands, building Python and Ruby web applications for CRM and web projects.

- Collaborated directly with clients to implement new project management methodologies and scope of work revisions, driving successful project outcomes.

- Employed JavaScript and front-end technologies to build web applications, landing pages, and complex email delivery logic.

Email Developer *Merkle*   **Greater Denver Area** *March 2016 - March 2018*

- Utilized Salesforce Marketing Cloud, Adobe Campaign, and other ESPs to develop and implement email campaigns for clients.

- Led campaign strategy and development practices for a Fortune 10 client, setting up triggers, automations, and journeys to meet their business needs.

- Developed landing pages and interactive email components for clients using VueJS, Sinatra, and custom API integrations.

Web Developer, *Kinfizz Inc.*   **Remote / Los Angeles** *March 2015 - March 2016*

- Responsible for the development and maintenance of commercial websites, including custom WordPress and Shopify templates for e-commerce solutions.

- Created and maintained a custom media analytics dashboard software using Sinatra, Ruby, and Coffeescript, marketed and sold to external clients.

Skills

- **Salesforce:** Marketing Cloud, Marketing Cloud Personalization, Marketing Cloud Intelligence, Data Cloud, Sales Cloud, Service Cloud, Health Cloud, CMS, Experience Cloud

- **Marketing Automation:** ActiveCampaign, Eloqua, Braze, Mailgun, Amazon SES, SendGrid, Campaign Monitor

- **Languages/Frameworks:** Ampscript, SSJS, Apex, SQL, SOQL, Typescript, NodeJS, ExpressJS, ReactJS, Python, PHP

- **Cloud Data Platforms:** Snowflake, Amazon Redshift, Amazon S3, Google Cloud Storage

- **Cloud Services:** Heroku, Amazon Web Services (AWS), Microsoft Azure