

GENERAL DATA

Name	Alessandro Vianello
Functional area	Salesforce Sales/Service Cloud and Marketing Cloud
Position	Salesforce Analyst and Consultant
Certifications	Salesforce Certified Platform Developer I Salesforce Certified Marketing Cloud E-mail Specialist Salesforce Certified marketing Cloud Administrator Salesforce Certified Administrator

EDUCATION & TRAINING

Education	2015 - Ca' Foscari University of Venice - Italy Bachelor's degree in Computer Science
	2011 - State Industrial and Technical Institute Enrico Fermi, Venice - Italy Secondary School Diploma in IT

LANGUAGES

	Mother tongue	Basic	Independent	Proficient
Italian	✓			
English			✓	
French		✓		

TECHNICAL SKILLS

Level: ■=basic, ■■=intermediate, ■■■=advanced

	Level	Teaching experience	Notes
MacOS	■	■	
Windows	■■■	■■■	
GNU/Linux	■■	■■	
Visual Studio Code	■■■	■■■	
C#	■■	■■	
Java	■■	■■	
SQL	■■■	■■■	
Salesforce Service Cloud	■■■	■■	
Salesforce Marketing Cloud	■■■	■■■	
Javascript	■■	■■	
Html	■■	■■	
CSS	■■	■■	
Ligthning	■■	■■	
Apex	■■■	■■■	
AMPScript	■■■	■■■	

MAIN REFERENCES

Period	12/2022 – 12/2022
Project	TIF
Position	Salesforce Trainer
Main activities	Theory and practical teaching of use of Salesforce for developer and admin users and best practices. Training courses on the main activities concerning Salesforce CRM and Salesforce Marketing Cloud.
Technologies	Salesforce Service Cloud, Salesforce Marketing Cloud

Period	05/2022 – 12/2022
Project	Luisa Spagnoli
Position	Project Manager
Main activities	Workshop of analysis of the requirements. Writing of documentation and definition of project gantt. Responsible for the Project in the technical aspect and in all its project phases and advancements. Management of the delivery and of the project's timeline.
Technologies	Salesforce Service Cloud, Salesforce OMS, Salesforce Marketing Cloud

Period	06/2022 – 07/2022
Project	Venis
Position	Salesforce CRM Trainer
Main activities	Training courses on the main activities concerning Salesforce CRM. Develop of the Apex code, admin activity and best practice.
Technologies	Salesforce Service Cloud

Period	04/2022 – present
Project	Casio
Position	SFSC and SFMC Trainer
Main activities	Theory and practical teaching of use of Salesforce for admin users and best practices. Training courses on the main activities concerning Salesforce CRM and Salesforce Marketing Cloud. Creation of reports and editing layout.
Technologies	Salesforce Service Cloud, Salesforce Marketing Cloud

Period	01/2022 – 04/2022
Project	Dsquared2
Position	Marketing Cloud Analyst
Main activities	Setup connector and integrations. Creation of synchronised Data Extensions for receiving triggered emails from commerce cloud. Creation of dynamic templates of reusable blocks, E-mail templates and free form. Development of dynamically translated templates based on the customer's locale. Final UAT with the client.
Technologies	Salesforce Service Cloud, Salesforce Marketing Cloud

Period	09/2021 – present
Project	Liu Jo

Position	Salesforce Technical Project Manager
Main activities	Support for technical project management on Salesforce CRM and Marketing. Responsible for workdays delivered performed by Liu Jo's system integrator. Participation in recurring technical SAL with various stakeholders. Milestones planning and gantt of the ongoing projects. Analysis of CRM data flow and the integrations. Data check and management. Management of activities from Jira reporting system.
Technologies	Salesforce Service Cloud, Salesforce Marketing Cloud

Period	09/2021 – 12/2021
Project	OVS
Position	Salesforce Developer and CRM Consultant
Main activities	Fixing and troubleshooting activities, development of CRM process, maintenance activities, development of API services for integrations with external system. Content creation activities for DEM and transactional email sent by SFMC, journey creation and data management. Management of activities from Jira reporting system. Analysis for creation of new CRM and Marketing flows.
Technologies	Salesforce Service Cloud, Salesforce Marketing Cloud

Period	06/2021 – 12/2021
Project	Caffè Borbone
Position	Salesforce Analyst
Main activities	Initial workshops to define project requirements. Definition of the technical project document (Business Blueprint). Estimation of project activity for the definition of the project gantt.
Technologies	Salesforce Service Cloud, Salesforce Marketing Cloud

Period	06/2021 – 08/2021
Project	Campagnolo s.r.l.
Position	Salesforce Analyst
Main activities	Analysis of the current platform and production of a document defining the main changes required. Mapping of fields and integration flows between platforms, using Azure as middleware. Demo and presentation to the client of the Sales, Service and Marketing flows provided by Salesforce.
Technologies	Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce Marketing Cloud

Period	03/2021 – 08/2021
Project	Franz Kraller
Position	CRM Project Manager
Main activities	Project manager for Salesforce Service Cloud, Marketing Cloud and Social Studio. Responsible for work days delivered, client communication, scheduling events, workshops and demos with the client. Responsible for achieving project milestones.

Salesforce service cloud for CRM and customer service activities, integration with commerce cloud.
Analysis of CRM data flow, orders and cases.
Activation of Marketing Cloud for sending transactional and commercial emails.
Integration with commerce cloud for sending transactional emails with synchronised data extensions.

Technologies Salesforce Service Cloud, Salesforce Marketing Cloud, Salesforce Social Studio

Period 03/2021 – 03/2021
Project Stella McCartney
Position **Salesforce Marketing Cloud Developer**
Main activities Creation of synchronised Data Extensions for receiving triggered emails from commerce cloud.
Creation of dynamic templates of reusable blocks, E-mail templates and free form.
Development of dynamically translated templates based on the customer's locale.
Final UAT with the client.

Technologies Salesforce Marketing Cloud

Period 11/2020 – 03/2021
Project Rohde
Position **Salesforce Analyst**
Main activities Technical analysis, project workshops. Drafting of the BBP.
Analysis of order flows, account, contact and journey Pardot.
Pardot integration with CRM

Technologies Salesforce Sales Cloud, Pardot

Period 08/2020 – 08/2021
Project cameo S.p.a.
Position **Salesforce Analyst**
Main activities Project divided into several platform refactoring activities.
Publication of technical documents, requirements analysis and definition of CRM flows.
Optimisation of the platform and redefinition of the architecture and data model.
Definition of the weekly SAL with the customer, to expose the technical part of the project.

Technologies Salesforce Service Cloud

Period 08/2020 – 08/2020
Project Colmar
Position **Salesforce Marketing Cloud Developer**
Main activities Creation of synchronised Data Extensions for receiving triggered emails from commerce cloud.
Creation of dynamic templates of reusable blocks, E-mail templates and free form.
Development of dynamically translated templates based on the customer's locale.
Final UAT with the client.

Technologies Salesforce Marketing Cloud

Period 06/2020 – 12/2020
Project Electrolux
Position **Salesforce Analyst**
Main activities Analyses and estimates implemented prior to ticket development. Salesforce administrator activities and setup management.
Study of the use of standard Salesforce Forecasts and support activities for the development team.
Technologies Salesforce Service Cloud

Period 04/2020 – 12/2021
Project Grandi Molini Italiani
Position **Service Manager and Salesforce Analyst**
Main activities Responsible of defects troubleshooting addressing development team for fixing activities, ticketing management platform, communication responsibility towards the customer and presentation of weekly SAL. Work and activity planning.
Technical analysis and work estimation before assignment to the development team.
Technologies Salesforce Sales Cloud

Period 08/2019 – 08/2020
Project La Rinascente
Position **Salesforce Administrator and Service Manager**
Main activities Responsible for identifying defects before releases by third-party suppliers. Interface with external suppliers for the project and customer service via email and reporting tracking platforms.
Salesforce Administrator, setup configuration and activities for the creation of Reports, Dashboards and identification of KPIs useful for customer service.
Management of profiles and users of the Service Cloud and Marketing Cloud system and Social Studio.
UAT for e-commerce integration and verification of data from it.
Demo for the use of loyalty management tools on the Salesforce platform.
Marketing Cloud Ramp-Up. creation of email templates, journey building and dynamic content.
Technologies Salesforce Service Cloud, Salesforce Marketing Cloud, Salesforce Social Studio, CTI Amazon Connect, Bit2Win

Period 07/2019 – 08/2019
Project Diesel – Mobile First, Test Cases UAT Integration OTB
Position **Consultant for User acceptance testing (UAT)**
Main activities Verified the functionality of the ecommerce website, the clienteling app and the sending of commercial emails. Data communication flows verified between SFCC, SFSC and clienteling app.
Technologies Salesforce Commerce Cloud, Salesforce Service Cloud, Adobe Target, Adobe Campaign

Period 05/2019 – 07/2019

Project	TheCorner.com
Position	Marketing Cloud Administrator and Developer
Main activities	Sender Profiles Management, Warm-up procedure analysis and implementation, Sender Authentication Package, Transactional and Commercial Email implementation through Triggered Emails or Journeys in JB, Marketing cloud Automations for data manipulation and export to sFTP for Commerce Cloud integration, Journey Builder, Content Builder assets management, Email Studio tracking data analysis, Contact Builder for data modelling.
Technologies	SQL, HTML, CSS, AMPScript, Dynamic Content, Personalization String, Automations

Period	05/2019 – 08/2019
Project	Zhermack Spa
Position	Salesforce Administrator
Main activities	Responsible of defects troubleshooting addressing development team for fixing activities, mass records update and export, approval processes management, users and roles management, new features analysis and implementation without developing apex code but implementing processes or workflow rules; creation of custom reports and dashboards based on key user requirements. Customer side interaction between the Zhermack IT structure and their System Integrator for the SFSC projects.
Technologies	Salesforce Sales and Service Cloud setup panel functionalities, Salesforce Data Loader, Workbench, SOQL, SOSL

Period	04/2019 – 05/2019
Project	OTB B2C
Position	Salesforce Developer
Main activities	Responsible of developing data cleansing functionalities, orders listing custom pages in Lightning, new custom objects creation, landing page development on Salesforce site in order to allow contacts to register to events and loyalty program, development of a custom deduplication tool.
Technologies	Apex, Visualforce, Data Modelling and Management, Logic and Process Automation

Period	03/2019 – 04/2019
Project	OTB B2B
Position	Salesforce Developer
Main activities	Responsible of a custom calendar development in order to allow key user to properly manage showrooms availabilities and book rooms and tables.
Technologies	Lightning Components, Aura Components, HTML, CSS, Javascript

Period	12/2018 – 03/2019
Project	Kasanova
Position	Salesforce Administrator and Developer for Service Cloud and Marketing Cloud
Main activities	Responsible of a implementation of Salesforce Service Cloud integrated with Salesforce Marketing Cloud through the MC Connector, integrated with Magento E-commerce through Salesforce and Magento web-services for Fast/Full user

Technologies	accounts, invoices, credit memo, abandoned cart and wishlist; integrated with POS system which invokes Salesforce webservices. Web-to-case implementation. REST/SOAP web services, Visualforce, Lightning, Aura Components, HTML, CSS, Javascript.
Period	11/2015 - 11/2018
Project	Mercurio Trasporti
Position	Analyst Consultant
Main activities	Development of applications and API, data management, backend e-commerce site
Technologies	Microsoft .NET, Microsoft SQL Server, Visual Studio