

# Chris Dizon

Marketing Cloud specialist with comprehensive experience in Salesforce CRM/Marketing Cloud/Commerce Cloud administration, web design, email marketing and marketing automation

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[unobstructedviews.com/portfolio](https://unobstructedviews.com/portfolio)

## EXPERIENCE

### WillScot Mobile Mini / **Marketing Cloud specialist**

May 2023 - present, Phoenix, Arizona

Administrator of org's Salesforce Marketing Cloud instance and subject matter expert on everything related to SFMC and email marketing; worked with marketing team to create and manage hundreds of personalized email campaigns and marketing journeys; wrote SQL for audience segmentation and analytics reports; configured SFMC and Marketing Cloud Connect

### ASU Enterprise Partners / **Engagement systems analyst**

July 2016 - May 2023, Tempe, Arizona

Salesforce CRM, Marketing Cloud, Commerce Cloud and Eventbrite administrator; helped implement CRM transition to Salesforce and the first-ever university online giving system on SFCC; managed configuration, created documentation and provided training for SFMC, SFCC and Eventbrite

### ASU Foundation / **Web developer and manager of online comm.**

July 2014 - June 2016, Tempe, Arizona

Managed ASU Foundation social media and email marketing channels; designed, coded, and deployed email marketing campaigns in Salesforce Marketing Cloud, including newsletters, fundraising campaigns and one-off emails; developed/executed social media campaigns

### ASU Foundation / **Web designer and developer**

July 2010 - July 2014, Tempe, Arizona

Led redesign and content strategy of main website and other subsidiary sites; conducted research and developed new content strategy and architecture for websites; built org's first Sharepoint-based Intranet; designed and deployed fundraising and other emails

### Pulte Homes / **Email marketing and web coordinator**

April 2006 - July 2010, Surprise, Arizona

Coordinator for company's largest market; designed and executed hundreds of email marketing campaigns for one of the largest homebuilders in the U.S.; designed and coded the email templates for use in all email campaigns nationwide for organization's three brands

## EDUCATION

### Arizona State University

BA, Journalism/Mass Comm

BA, Political Science

Minor, Communication

Grad Certificate, Technical Comm

## SKILLS

Salesforce CRM

Salesforce Marketing Cloud

Salesforce Commerce Cloud

Email marketing

HTML/CSS

SQL

AMPScript

Web design/development

## CERTIFICATIONS

Salesforce Marketing Cloud

Administrator

Salesforce Marketing Cloud

Email Specialist

Salesforce Administrator

Salesforce Business Analyst

*\*See portfolio site for complete list*

## LANGUAGES

English

Dutch (B2 - *certified*)

German (A2)