KIM VIDAL

San Francisco, CA 94109

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PROFESSIONAL SUMMARY

My background is in Marketing Automation mainly as Email Developer and Marketing Technology Developer. I have plenty of room to grow and I enjoy learning and constantly improving. I am currently a student in TS4U's MERN Full-Stack Software Engineer Bootcamp.
One of my most recent portfolios is: https://www.kimv.me, deployed on Heroku. Connect with me on LinkedIn here: https://www.linkedin.com/in/kim-vidal!

SKILLS

- HTML, CSS, SASS
- Javascript, React, Next, Python
- Node js, Express
- REST API
- SQL, Data analysis
- Agile, Scrum
- GIT and more…

PROFESSIONAL WORK HISTORY

MarTech Developer/Systems Admin, 04/2022 - 08/2023
Marvel Marketers

- As consultant, developed customized landing pages & email templates
- SQL audience list pulls for Google Cloud clients
- Configured REST API integration for Marketo marketing automation
- Incorporated Retool & Zapier for internal automation workflows
- WordPress admin for company website-theme management
- Won Superhero of the quarter Q1 2023.

Marketing Automation Specialist, 04/2021 - 04/2022
Meta, Inc. Contractor

- For Global Business Marketing department, built & deployed emails, helped architect nurture flows, ran Salesforce reporting
- Collaboration with program managers & stakeholder

Programs Manager, 07/2018 - 07/2020
Google Cloud Contractor

- As G-Suite super admin of Cloud Community, provisioned GCP users to access confidential content spaces like quarterly roadmaps
- Collaborated with Product Marketing Managers, managed vendor relations & met regularly with community's top influencers
- Initialized database list of all community users & collaborated with engineers plus legal, to configure team's new in-house email platform
- Engaged community via relevant email campaigns & ran reports.

Senior Email Automation Manager, 03/2015 - 05/2018
LogMeIn

- Emails & nurture architecture configuration, QA testing & deployment, plus dynamic content email template creation

EDUCATION

Bachelor of Arts Degree, Economics And Art History -Double
University of California - Santa Cruz

CERTIFICATES & CERTIFICATIONS

- Google Cloud: G Suite Administrator Fundamentals, 2019, Coursera
- Google Cloud: Managing Security in Google Cloud Platform, 2019, Coursera
- Salesforce Marketing Cloud Email Specialist Certification, 2020, Salesforce
- Fundamentals of Javascript, 2023, W3schools
- Front-End Fundamentals Bootcamp, 2023, OneCodeCamp Academy
- AWS Cloud Essentials badge, 2024 AWS Skills Builder
- Back-End Fundamentals Bootcamp, 2024, OneCodeCamp Academy
- IT Engineering Bootcamp: MERN Full-Stack Software Engineer, 2024 Current Student, TS4U