

BLANCA ESCALERA

SALESFORCE MARKETING CLOUD & PARDOT CONSULTANT
MARKETING AUTOMATION



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Spain



WORK EXPERIENCE

- SALESFORCE MARKETING CLOUD SPECIALIST EMEA - Berlitz** 📍 Remote
January 2022 - Today
Responsible for all **Salesforce Marketing Cloud** processes and developments in the EMEA region. Working closely with Marketing local teams.
- SALESFORCE OFFICIAL INSTRUCTOR - ISDI** 📍 Madrid / Remote
Mar 2019 - Today
Salesforce official "Build and Analyze Customer Journeys using Marketing Cloud (MKT101)" and "Essentials of Pardot Lightning App for Digital Marketers (PDX101)" **instructor**.
- MARKETING AUTOMATION CONSULTANT - www.blancaescalera.com** 📍 Remote
July 2018 - Today
CRM and Marketing Automation consultant. I work with my clients in the CRM technical implementation process, from beginning to end. Strategic consultancy, consumer insights, Data Modeling and custom trainings.
- SFMC & PARDOT COACH | TEAM LEAD - Cloud Coachers** 📍 Madrid / Remote
December 2018 - September 2021
Strategic consulting in **Salesforce Marketing Cloud** and **Pardot** projects (multi-cloud). Accompaniment to clients in the daily operation of Salesforce tools. Training for companies.
- HEAD OF CRM + MARKETING AUTOMATION - Fever** 📍 Madrid
September 2017 - July 2018
Salesforce Marketing Cloud implementation and automation of workflows using Journey Builder. Agile Methodology: P.O. of the "Engagement y Marketing" squad.
- CRM STRATEGY MANAGER | MARKETING AUTOMATION - Betsson Group** 📍 Malta
March 2017 - August 2017
Development, implementation and automation of engagement CRM strategies across the different brands worldwide using **Salesforce Marketing Cloud**.
- CRM TEAM LEAD - hungryhouse.co.uk (Delivery Hero)** 📍 Berlín
August 2015 - February 2017
Implementation of a Single Customer View across the company: **Smart Focus** for Marketing Automation and Appboy (now **Braze**) for push (web + app). RFM segmentation and churn prevention strategies.
- MOBILE CRM AND REMARKETING MANAGER - 360dialog** 📍 Berlín
October 2014 - July 2015
Ideation, implementation and optimization of **mobile customer retention strategies** for various brands from different industries. App push, web push, chatbot, in app messages.
- MARKETING INTELLIGENCE - PwC** 📍 Madrid
April 2013 - September 2014
Business proposals management working closely with commercial teams, defining the value proposition in PwC's go to market; graphic design assistance of deliverables.



WHO AM I?



INTERNATIONAL EXPERIENCE



CERTIFICATIONS



YOU CAN FIND ME ON
LinkedIn

- EMAIL MARKETING MANAGER - Karpe Deal** 📍 Madrid
April 2012 - March 2013
Creation and Q&A of an email Marketing console in-house. Management of all **Email Marketing** initiatives.
- MARKETING ASSISTANT, THE SOUND OF MUSIC - Drive Entertainment** 📍 Madrid
November 2011 - March 2012
Creation, measurement and optimization of advertising and media campaigns. Strategy planning and execution, ensuring consistency across all channels (online and offline).
- ADVERTISING AND TOURISTIC MARKETING INTERN - Ayto. Madrid** 📍 Madrid
October 2010 - September 2011
Promotion of the city of Madrid as a tourist destination. Planning, creation, execution, measurement and optimization of national and international advertising campaigns.

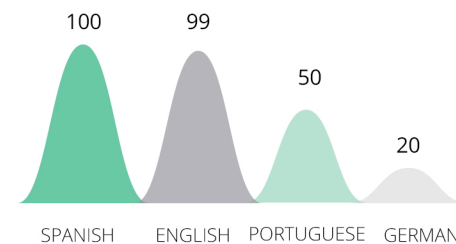


EDUCATION

- | | | |
|--|--|--|
| POSITIVE PSYCHOLOGY
EXPERT COURSE
2018
📍 European Institute
of Positive Psychology | CO-ACTIVE COACHING
EXPERT COURSE
2018
📍 Universidade
Católica Portuguesa | ADVERTISING CREATIVITY
MASTER'S DEGREE
2011-2012
📍 Aula
Creativa, Madrid |
| SOCIAL COMMUNICATIONS
ERASMUS SCHOLARSHIP
2009-2010
📍 UNIVERSIDADE CATÓLICA
PORTUGUESA | ADVERTISING AND PR
BACHELOR'S DEGREE
2005-2011
📍 Universidad
Complutense de Madrid | KENSINGTON SCHOOL
BILINGUAL HIGH SCHOOL
1989 - 2005
📍 Pozuelo de
Alarcón, Madrid |



LANGUAGES



TAKE A LOOK AT MY SITE!



LOVING TECH!

PHOTOSHOP
CSS
AMPSCRIPT
ILLUSTRATOR
HTML
TAGMANAGER
JAVASCRIPT
SQL

"None but ourselves can
free our minds"
Bob Marley

