Victor Galindo

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Contribute to the growth of a company or corporation by developing solutions to current business challenges.

EXPERIENCE

Herbalife Nutrition, Los Angeles — *Digital Marketing Specialist*

January 2021 - Present

Salesforce responsibilities included:

- Built responsive emails using HTML and CSS & Ampscript
- Sent SMS to subscribers
- Segment audience data extensions

Adobe Experience Manager CMS:

- Upload assets (JPGs, PDFs)
- Build landing pages, product pages, SKU fragments

Fox / Disney, Los Angeles — *SFMC ExactTargert Admin*

August 2018 - December 2020

Salesforce responsibilities included:

- Built responsive emails using HTML and CSS & Ampscript
- Built email journeys for Fox segments audiences worldwide
- Joined subscribers segments using SQL in Automation Studio
- Set queries in SF Automation Studio to trigger data migrations.
- Imported data via Automation Studio for specific email campaigns.
- Managed Fox's Salesforce Cloud user permissions
- Managed general application user permissions via OKTA

CMS responsibilities:
- Updated movies.disney.com content using Disney's CMS
- Modified movies.disney.com movie banners using Photoshop

Analytics:
- Delivered GA metric reports for Disney's and Fox web portals
- Added Double Click Manager tracking to each email campaign

American Botanical Pharmacy, Marina del Rey, CA — *Web Operations Developer*

August 2017 -July 2018

Web duties:

- Built responsive pages using HTML, CSS, JS for herbdoc.com

SKILLS

HTML / CSS

JavaScript / React

Flutter

PHP

SQL

AMPSCRIPT

Wordpress

Drupal

LANGUAGES

English / Spanish

-Managed E-Commerce web product launches, herbdoc.com
-Managed web content updates at superfoodplus.com.

Email duties:
-Built and deployed responsive email campaigns via MailChimp
- Built and manage email subscriber segments based on product
purchases.

Social Media:

- Used Facebook developer tools to build additional tabs on FB page

Herbalife Nutrition, Torrance — *Web Content Specialist* September
2013 - March 2017

Salesforce responsibilities included:

-Built email journeys for Herbalife distributors in the NAM region.

-Created email subscriber segments based on clicks/opens over time.

- Sent mobile SMS alerts to distributors via Salesforce.

-Built tracking templates for email reports in Salesforce Analytics.

Web duties:

-Managed product launches on MyHerbalife.com, via Teamsite

- Managed custom module updates with javascript

-Managed content updates and new product page deployments on

MyHerbalife.com

-Managed myHerbalife.com taxonomy strategy and implementation via

Mediabin.

-Built questionnaires web forms for distributor's herbalifeskin.com using
Quickbase and managed its dababses.

-Built and maintain responsive web sites with html, css, and javascript

Analytics:

-Delivered segmented web metric reports using Adobe Analytics.

- Used Persado software to improve subject line copy and increase email

opens rates.

- Built metrics templates in Salesforce Analytics Builder for email

campaigns.

- Generated and delivered Google Analytics reports for

Herbalifeevents.com.

EDUCATION

University of Phoenix, Torrance, CA — *Bachelor's Degree in Information Technology*

August 2014 - July 2017

With an emphasis on Android and iOS mobile development. Program included a profound review on CRM's workflows and information systems security best practices.

College of the Canyons, Santa Clarita, CA — *Associates Degree on Computer Networking*

April 2004 - September 2007

Under CISCO Systems program that included router and switch lab configurations.

College of the Canyons, Santa Clarita, CA — *Web Development Certificate*

April 2005 - September 2006

The certification program included the following five courses: HTML, CSS, Photoshop, Dreamweaver, and Flash.

PROJECTS

readMySubjectLine.com — *React*

Helps copywriters and marketing stakeholders visualize email Sender Name, Subject Line, and Preheader before sending a test.

victoraul.com/txt/ — *React*

Helps copywriters and marketing stakeholders visualize text messages before they are sent.

Constitucion.pe — *Flutter*

The objective was to digitalize the peruvian constitution and make it broadly accessible via the web. Built with the flutter framework.

miMenu.pe — *Wordpress site*

Web directory for restaurants in Peru. Site provides restaurants and regular people who prepare food to have a presence online displaying updated information including a full menu.
My role:
Installation, plugins and theme selection, general maintenance, and SEO strategy and implementation.

The site currently receives an average of 140 visits per day. Site can be seen at www.miMenu.pe

Automovil.Tech — *Wordpress site*

Digital newspaper showing the latest news on electric cars in the world emphasizing the impact in Latin America.
My duties included:
 Theme and plugins selection, general maintenance, content revision, content direction, SEO. Site: www.automvil.tech

MoveYourCar.org — HTML, CSS, *Php*

Allows users to send email alerts to subscribers. The goal of the web application is allow anyone who sees a car getting a ticket send an alert to the owner, via email, with a message that says "Move Your Car".

My involvement in the project: Created the user case, designed the flow, and requirements, created the databases, participated in the development and construction (php, html, css). www.moveyourcar.org