

David Zernik

Salesforce Marketing Cloud Architect | MarTech Engineer | B.A. UCLA

Los Angeles, CA | U.S. Citizen | Open to full-time roles or contract opportunities of 3+ months | Remote, hybrid, or onsite in LA | dzernik@gmail.com | <https://www.davidz-losangeles.com>

PROFESSIONAL SUMMARY

Salesforce Marketing Cloud Architect and MarTech engineer with 9+ years of enterprise experience across healthcare, financial services, telecom, and agency environments. Currently on a month-to-month Emory Healthcare contract and seeking a longer-term contract or full-time role.

Hands-on across Journey Builder, Automation Studio, Email Studio, Content Builder, CloudPages, AMPscript, SQL, SSJS, Data Extensions, personalization, QA, compliance support, reporting, and stakeholder-facing email operations, with strong experience working with large customer and subscriber datasets, including SQL-driven segmentation, Data Extension architecture, send logs, campaign metadata, audience suppression logic, campaign tracking, and performance reporting.

Recent projects:

- Emory SFMC calendar: <https://www.davidz-losangeles.com/emory-sfmc-calendar>
- Emory KPI dashboard: <https://www.davidz-losangeles.com/emory-kpi-dash>
- Patient re-engagement campaign: <https://www.davidz-losangeles.com/patient-reengagement-campaign>

PROFESSIONAL EXPERIENCE

Salesforce Marketing Cloud Architect | Emory Healthcare Network (Contract position)

Mar 2026 - Present | Remote / Los Angeles, CA

- Serve as SFMC Architect for healthcare email marketing programs, owning journeys, automations, CloudPages, Data Extensions, SQL logic, KPI dashboards, campaign calendars, campaign metadata, send logs, and production email content blocks.
- Created an SFMC-powered campaign calendar that pulls past, current, and future campaigns from SFMC send logs and campaign metadata, giving stakeholders visibility into service lines, journey types, and large-scale healthcare marketing activity.
- Develop CloudPages and internal SFMC tools that help marketing teams review schedules, monitor sends, manage metadata, and reduce reliance on manual spreadsheets.

MarTech Software Engineer | OnBrand Marketing Agency @ American Express

Dec 2022 - Mar 2026 | Los Angeles, CA

Career note: Role concluded in March 2026 after the function was offshored; not performance related.

- Supported financial-services email marketing and MarTech programs across SFMC, OneCMS, Movable Ink, AMPscript, Data Extensions, personalization, QA, and compliance-heavy review workflows.
- Built and reviewed SFMC email assets, dynamic content, tracking requirements, links, personalization logic, rendering, and deployment readiness.
- Served as lead developer for advanced JavaScript calculator tools for the American Express Credit Intel Business Unit, owning front-end implementation, calculation behavior, QA, accessibility, and production readiness.
 - Calculator links: [Home Equity Calculator](#) | [Auto Loan Calculator](#) | [Debt Consolidation Calculator](#)

Salesforce Marketing Cloud Admin & Campaign Manager | T-Mobile (Contract position)

Feb 2022 - Dec 2022 | Los Angeles, CA

- Managed SFMC campaign operations for T-Mobile's HINT campaign, supporting Journey Builder orchestration, SQL segmentation, Data Extension workflows, QA, tracking, reporting, and cross-channel execution.
- Built SQL-driven audience logic across large telecom marketing datasets, including trigger-based journeys, automated reporting, suppression workflows, campaign tracking processes, and Data Extension automations.
- Coordinated with marketing, data, analytics, engineering, creative, and vendor teams across campaign intake, build, QA, approval, and launch.
- Validated audience rules, links, personalization, template behavior, compliance requirements, tracking, and performance measurement before launch.

Marketing Technology Developer / Engineering Manager | Independent Contractor (through my LLC)

Aug 2021 - Feb 2022 | Los Angeles, CA

- Delivered SFMC Email Studio, Content Builder, Journey Builder, Automation Studio, AMPscript, dynamic content, and multi-channel marketing solutions for clients including Blue Shield of California and UnitedHealthcare.
- Built SFMC campaign templates, dynamic modules, API integrations, segmentation workflows, Data Extension structures, and marketing automation rollouts across regulated client environments.
- Managed technical delivery and documentation for Salesforce and SFMC projects, including stakeholder communication, QA coordination, solution design, and launch-readiness support.

Front-End Developer | Omnicom, Javelin Agency and RAPP Agency

Nov 2018 - Aug 2021 | Playa Vista, CA

Javelin and RAPP Agency are both marketing agencies under the parent company, Omnicom

- Built responsive web and email marketing experiences for DIRECTV and AT&T using HTML, CSS, JavaScript, and email-specific rendering techniques.
- Developed SFMC and AMPscript-powered email experiences focused on personalization, modular content, compliant rendering, ADA accessibility, and CAN-SPAM requirements.
- Conducted QA across templates, links, tracking, email clients, browsers, responsive layouts, and dynamic content.
- Partnered with creative and marketing teams to translate campaign concepts into production-ready digital and email assets.

TOOLS AND SKILLS

Salesforce Marketing Cloud: Journey Builder, Automation Studio, Email Studio, Content Builder, CloudPages, Data Extensions, SQL Query Activities, AMPscript, SSJS, APIs, personalization, dynamic content, triggered sends

Email Operations: Campaign intake, audience targeting, suppression logic, QA testing, compliance review support, deployment readiness, campaign calendars, reporting, KPI dashboards, performance summaries

Marketing Data: Large customer datasets, SQL segmentation, Data Extensions, synchronized Salesforce data, send logs, tracking data, suppression logic, campaign metadata, audience QA, KPI reporting

Technical / Full Stack Web Development: HTML, CSS, JavaScript, SQL, REST APIs, front-end development, back-end integrations, data-driven web tools, AMPscript, SSJS, Data Extensions, personalization, audience segmentation, tracking implementation

EDUCATION

University of California, Los Angeles

B.A. in Linguistics and Asian Languages and Cultures | 2004 - 2008