

Geoff Nix

Marietta, GA. 30068 | nix.salesforce@gmail.com | (347)727-1956 | [GitHub](#)

Personal Summary

Results-driven Salesforce Consultant and Developer with a proven track record of optimizing processes and delivering timely solutions. Adept at leveraging new technologies to enhance team performance and drive business outcomes. Known for a collaborative approach and a commitment to exceeding expectations, combining technical expertise with a passion for innovation to achieve impactful results.

Skills

- Analytical Thinking
 - Communication
 - Problem-Solving
 - Collaboration
 - Attention to Detail
 - HTML/CSS/AMPScript
 - JavaScript
 - SQL/SOQL
 - Python
 - Apex
-

Work History

Camping World - SFMC Email Specialist / Camping World 09/2023 - 08/2024

- Developed and optimized personalized email campaigns, achieving a 25% increase in engagement through targeted audience segmentation and dynamic content using AMPScript, SQL, HTML/CSS, and SSJS
- Implemented automation strategies that improved operational efficiency by 30%.

Red Van Workshop - SFMC Developer / Red Van Workshop 01/2022 - 01/2023

- Managed and enhanced email templates and automations, leading to a 15% increase in campaign effectiveness.
- Streamlined data management processes by formulating and maintaining data extensions and relationships.
- Developed and optimized complex automation workflows to improve email campaign efficiency.
- Ensured data accuracy and segmentation by maintaining and auditing data extensions regularly.
- Enhanced personalization in email campaigns by leveraging advanced data management techniques and dynamic content.

AD Victorian Solutions - Developer Associate / AD Victorian Solutions 03/2021 - 10/2021

- Collaborated on a development team to create Apex triggers and test classes, contributing to a reduction in system errors.
- Designed and implemented Lightning Web Components (LWCs) for seamless integration into existing flows.
- Assisted in troubleshooting and resolving issues related to Apex triggers, improving system stability and performance.

- Participated in code reviews and best practice discussions to enhance code quality and maintainability.
- Worked closely with business analysts to translate requirements into effective Salesforce solutions.

Docmation - Business Analyst / Docmation 05/2019 - 12/2020

- Supported development teams by maintaining triggers and test classes, improving reporting accuracy.
- Created comprehensive reports and dashboards to enhance decision-making processes.
- Collaborated with stakeholders to gather and analyze business requirements, translating them into technical specifications.
- Conducted data analysis to identify trends and provide actionable insights for business growth.
- Assisted in the design and implementation of system improvements to streamline business operations.

Education

Southern New Hampshire University

BS in Computer Science (Software Engineering Focus) 08/2024

Georgia Tech Coding Bootcamp

MERN Stack 03/2020

SALESFORCE CERTIFICATIONS

- Administrator
- Platform App Developer
- Platform Developer I
- B2B Administrator
- SFMC Email Specialist
- SFMC Consultant
- Associate
- SFMC Developer