

FABRIZIO MASTRACCI

SENIOR SALESFORCE MARKETING CLOUD CONSULTANT

@ info@nmconsulting.it

5+ years

7x certifications

20+ projects



● PROFILE

Senior Salesforce Marketing Cloud Consultant with over 5 years of experience. Directly managed clients, project activities, and stakeholders, overseeing analysis, implementation, and optimization of solutions.

Combines technical expertise, a consulting approach, and strong operational versatility across the full Salesforce Marketing Cloud lifecycle – from solution design to hands-on delivery.

● KEY EXPERIENCE

2025 – PRESENT

Salesforce Marketing Cloud Expert

NMC Consulting – Freelance

Direct client management, specialized consulting, setup and implementation of Salesforce Marketing Cloud. Design of scalable solutions, customer journeys, automations, data architecture, CRM integrations, and Data Cloud.

2024 – 2025

Salesforce Marketing Cloud Developer

Polo Digitale

Development and maintenance of Marketing Cloud solutions, automations, segmentations, CloudPages, AMPscript, and SQL. Technical support on enterprise projects and integration with CRM ecosystems.

2021 – 2024

Salesforce Marketing Cloud Consultant

TenEnigen – Cloud Computing Consulting

Functional and technical consulting, requirements gathering, solution design, platform configuration, data management, and direct relationship with stakeholders and clients.

● CROSS-FUNCTIONAL SKILLS

- Direct client management and oversight of project activities
- Coordination of technical teams and international stakeholders
- Requirements gathering and solution design
- Versatility across consulting, technical and training activities

● CERTIFICATIONS

- ✓ Salesforce Certified Data Cloud Consultant
- ✓ Marketing Cloud Intelligence Accredited Professional
- ✓ Salesforce Certified Platform App Builder
- ✓ Salesforce Certified Sales Cloud Consultant
- ✓ Marketing Cloud Certified Consultant
- ✓ Marketing Cloud Certified Administrator
- ✓ Salesforce Certified Administrator