

JACOPO NATALIZIO

SALESFORCE MARKETING CLOUD DEVELOPER

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5+ years

6x certifications

EN B2 · ES B2



● PROFILE

Highly motivated Salesforce Marketing Cloud Developer with extensive experience designing and implementing omnichannel marketing automation processes integrated with the Salesforce CRM.

Solid experience developing one-shot and recurring campaigns, with a strong focus on audience segmentation through advanced automations and SQL queries. Skilled in building Cloud Pages, SSJS scripts, and API integrations to enhance personalization of customer communications.

Served as Team Leader managing a team dedicated to building dynamic, multilingual, multi-brand email templates, and expanded expertise into Marketing Cloud Personalization (formerly Interaction Studio) and Account Engagement (formerly Pardot).

Over the past two years, worked on an international pharmaceutical project – managing implementation of new Business Units and contributing within an Agile framework to optimization, maintenance, and development activities.

● PROFESSIONAL EXPERIENCE

03/2026 – PRESENT

Freelance Salesforce Marketing Cloud Consultant

Contractor

Consulting, implementation, and optimization services for Salesforce Marketing Cloud projects, supporting clients in automation design, personalization, and data-driven marketing strategy.

01/2024 – 03/2026

Salesforce Marketing Cloud Senior Consultant

Jakala S.p.A.

Supported an international Pharma client in the configuration, maintenance, and evolution of the Salesforce ecosystem, contributing to continuous improvement of marketing strategies.

06/2021 – 01/2024

SFMC Developer

TenEnigen – Cloud Computing Consulting

Design, implementation, and optimization of omnichannel marketing automation processes integrated with Salesforce CRM.

2017 – 2021

Web Developer

Freelance / Internship

Showcase website design and maintenance for a hospitality business, plus a short internship (2017-2021).

● SKILLS

PROGRAMMING

C

Java

JavaScript

AmpScript

MARKUP

HTML

CSS

DATABASE

SQL

SYSTEMS

Linux

Windows

● CERTIFICATIONS

- ✓ Marketing Cloud Email Specialist
- ✓ Salesforce Certified App Builder
- ✓ Marketing Cloud Developer
- ✓ Marketing Cloud Personalization Accredited Professional
- ✓ Salesforce Platform Developer I
- ✓ Salesforce Certified Administrator

● EDUCATION

2021 – 2022

42 Roma Luiss

Coding school partnered with École 42, peer-to-peer and project-based learning.

2020

Piscine 42

28-day intensive C programming course – selection phase for 42 Roma Luiss.

2021

Bachelor's Degree

"Languages in the Information Society" – University of Rome Tor Vergata.

2012

Scientific High School Diploma