

## Salesforce Data Architect

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Company: Galderma

Location: İstanbul

Category: other-general

### Description

The Customer Data Platform (CDP) Architect is a demonstrated expert in technical and/or functional aspects of customer and HCP engagement that lead to the successful delivery of Marketing Automation Projects.

This role provides subject matter expertise related to the Salesforce CDP solution and ensures successful project delivery.

This role will include helping align on the development of specific implementation proposals, engaging with SMEs across the organization to gain consensus on an acceptable proposal, developing best practices within the CDP community.

### Key Responsibilities

Create architecture and solution blueprints to meet requirements

Work with platform / product owner and business representatives to develop the overall implementation solution plan.

Work with data integration technologies to design and implement new solutions and processes to support new customer experience strategies and ingest data to Salesforce CDP.

Work with business and technology focused teams to gather and advise on functional and technical requirements.

Keep informed of the latest technology trends and innovations especially in the areas of

customer data platforms, marketing automation, data integration, master data management, marketing resource management, digital asset management, web content management, mobile, and social media.

### **Skills & Qualifications**

Salesforce certifications required: Marketing Cloud Consultant, Administrator, and CDP Architect

Salesforce certifications preferred: Advanced Administrator, Service Cloud Consultant, Sales Cloud Consultant

Knowledge of Data Governance and Data Privacy concepts and regulations a plus.

Effective experience in MarTech and/or Marketing Data & Analytics space.

Recent background of hands-on full lifecycle CDP implementation experience on platforms like Salesforce CDP

Background with data management, data transformation, ETL, preferably using cloud-based tools/infrastructure

Experience with data architecture (ideally with marketing data) using batch and/or real-time ingestion

Experience with Technologies and Processes for Marketing, Personalization, and Data Orchestration.

Experience with marketing campaign design and implementation. Experience in online ad serving or site serving platforms

### **What we offer in return**

You will be working for an organization that embraces diversity & inclusion and believe we will deliver better outcomes by reflecting the perspectives of our diverse customer base.

You will receive a competitive compensation package with bonus structure and extended benefit package

You will be able to work in a hybrid work culture

You will participate in feedback Loops, during which a personalized career path will be established

You will be joining a growing company that believes in ownership from day one where everyone is empowered to grow and to take on accountability

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