Rui Santiago

CRM & Omnichannel Campaign Specialist

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PROFESSIONAL SUMMARY

Strategic Marketing & Lifecycle CRM Specialist with 5+ years of international experience across diverse industries. Proven expertise in architecting data-driven, omnichannel customer lifecycle strategies that enhance engagement, retention, and maximize customer lifetime value. Expert in leveraging the Salesforce Marketing Cloud for sophisticated journey automation, personalization, and advanced segmentation. Known for creative problem-solving and energetic collaboration, with a proven ability to translate complex data into actionable roadmaps that strengthen brand loyalty.

WORK EXPERIENCE

Salesforce Marketing Cloud Consultant   Mar 2024 – Present
OSF Digital / Full Remote

- Serve as a principal strategic advisor to enterprise clients, aligning CRM roadmaps with C-level objectives to transform marketing capabilities and drive an average 20% uplift in digital revenue.
- Architect and orchestrate complex, multi-channel customer lifecycle journeys, from acquisition and onboarding to loyalty and win-back, increasing customer lifetime value by an average of 30%.
- Lead end-to-end technical implementations and architect scalable solutions, integrating SFMC with CDPs, e-commerce platforms, and analytics suites to ensure platform integrity and data synergy.
- Develop sophisticated data models and advanced segmentation strategies, implementing robust A/B testing frameworks and personalization engines that have lifted conversion rates by up to 40%.
- Champion CRM innovation by introducing AI-powered features like Einstein Recommendations and Predictive Intelligence, optimizing campaign performance and delivering a 35% improvement in marketing ROI.

Campaign Manager / Product Owner   Aug 2022 – Apr 2024
Esprit GmbH / Ratingen, Germany

- Orchestrated +50 omnichannel campaigns using Journey Builder and Automation Studio, utilizing Email, SMS, APP, and in-store activations to drive 10% reactivation of inactive customers and 15% increase in loyalty.
- Developed targeted email journeys based on RFM custom model, achieving 45% open rates and 12% conversion rates while optimizing retention and win-back strategies for sustained lifecycle engagement.
- Led as Product Ownership for App and Website, launching features, conducting A/B tests, and improving UX to reduce exit rates to ~25% during promotions, boost orders per visit, and deliver a 150% conversion rate increase.
- Established KPIs and generated 5 standard reports/dashboards analyzing customer trends and benchmarks, providing C-level insights to prioritize omnichannel initiatives for 20% ROI uplift and enhanced traffic/sales

Marketing Automation Specialist   Mar 2021 – Jul 2022
PwC Portugal / Hybrid

- Led end-to-end implementation of Salesforce Marketing Cloud (SFMC) from inception for 20+ brands across 5 industries, developing tailored customer journeys to optimize engagement and drive conversion.
- Designed and guided comprehensive customer lifecycle strategies, advising clients on optimizing journeys from acquisition through retention to win-back, enhancing targeted communication effectiveness.
- Led PwC Europe's SFMC rollout, delivering 200+ hours of training to ~500 marketing professionals and directors, standardizing CRM best practices and enhancing platform utilization across the organization.

EDUCATION & CERTIFICATIONS

- **Salesforce Data Cloud Consultant**   *2025*
- **Digital Marketing: Data, Automation, AI & Analytics**, Kellogg School of Management   *2022 – 2023*
- **Salesforce Marketing Cloud Administrator**   *2022*
- **Salesforce Marketing Cloud Email Specialist**   *2021*
- **BSc in Business Management – Marketing,** Coimbra Business School | ISCAC   *2016–2020*

SKILLS AND LANGUAGES

- Salesforce Marketing Cloud (SFMC), Salesforce CDP, Interaction Studio, Einstein AI, Sales Cloud, Datorama, Data Bricks, Tealium, Power BI, Tableau, Google Analytics, A/B Testing, AMPscript, HTML/CSS, JS, Figma, Jira
- **Portuguese**: Native | **English**: Business Fluent | **French**: Intermediate | **Spanish**: Beginner