

# DANY SALGUEIRO

Porto, Portugal | +351 919 246 590 | [danysalgueiro80@gmail.com](mailto:danysalgueiro80@gmail.com) | [linkedin.com/in/danysalgueiro](https://www.linkedin.com/in/danysalgueiro) | [www.danysalgueiro.com](http://www.danysalgueiro.com)

## PROFESSIONAL SUMMARY

---

**Senior Lifecycle Marketing Professional** with 4+ years owning end-to-end CRM and lifecycle programs at scale. Data-driven operator with a proven track record designing activation, retention, and expansion programs. Experienced running structured experimentation across messaging, sequencing, and segmentation - iterating on results and reporting on revenue impact. Strong systems thinker with a history of cross-functional execution across Sales, Marketing, Data, Product and Engineering.

## TECHNICAL EXPERTISE

---

**Lifecycle & CRM:** Onboarding, Activation, Retention, Expansion, Win-back, Churn Prevention, Behavioral Triggers, Messaging & Sequencing, Cross-channel Orchestration, A/B Testing & Experimentation.

**Data & Segmentation:** Advanced SQL, Product Usage Signals, Intent Detection, Behavioral Signal Analysis, Real-time Dashboards, UTM Attribution.

**Platforms & Dev:** Salesforce Marketing Cloud, Data Cloud, Personalization, Adobe Campaign, Journey Builder, Automation Studio, HTML/CSS, AMPscript, SSJS, JavaScript.

## SALESFORCE CERTIFICATIONS

---

**Marketing Cloud Personalization Accredited Professional** | Jan 2026

**Data Cloud Consultant** | Jul 2025

**Marketing Cloud Developer** | Sep 2024

**Marketing Cloud Email Specialist** | Sep 2023

## WORK EXPERIENCE

---

**Salesforce Marketing Cloud Consultant**

*Jan 2025 – Present*

**Making Science**

Remote - Porto, Portugal

- **Lifecycle Program Ownership:** Own end-to-end lifecycle strategy for a **400K+ customer** base - data-driven, covering the full funnel from onboarding and activation through retention, expansion, and win-back.
- **Product Usage Signals & Segmentation:** Architect intent detection and churn prediction frameworks using real-time behavioral data, enabling precise targeting and trigger-based messaging across channels.
- **Experimentation & Optimization:** Run structured A/B tests across messaging, sequencing, timing, and segmentation; iterate continuously and report retention and revenue impact to senior stakeholders.
- **Cross-channel Orchestration:** Build always-on and trigger-based journeys across **Email, Push, and SMS**, aligning lifecycle messaging with Sales priorities and campaign calendars.
- **Data Infrastructure:** Restructure Salesforce Data Cloud pipelines to ensure a unified customer view, high-precision segmentation, and reliable activation across lifecycle programs.

**Senior Solution Expert**

*Jan 2023 – Dec 2024*

**VML MAP**

Lisbon, Portugal

- **Global Lifecycle at Scale:** Led lifecycle and CRM operations for **IKEA (40+ markets)**, managing segmentation, journey logic, and delivery for **100+ weekly campaigns** across multiple business units.
- **Cross-functional Execution:** Partnered with Product, Engineering, and Analytics to improve Marketing Operation processes - built SQL segmentation workflows, QA frameworks, and global asset standards that enabled distributed teams to operate consistently.
- **Revenue-linked Programs:** Developed dynamic content frameworks with real-time product data, increasing campaign relevance and conversion rates across key retention moments; engineered a JS/JSON-based QA automation tool deployed across **29 markets**, reducing manual validation time and ensuring journey consistency at scale.

## Campaign Specialist

Jan 2022 – Jan 2023

### VML MAP

Lisbon, Portugal

- Executed high-volume lifecycle campaigns with hands-on SQL segmentation, multi-market QA, and HTML email troubleshooting for Unilever.

## EDUCATION

---

### IADE - School of Design, Technology, and Communication

Oct 2021 – Jun 2024

Master's degree in Marketing and Innovation

### IPAM Porto

Nov 2020 – Sep 2021

Postgraduate degree in Digital Marketing

### University of Aveiro

Sep 2017 – Jun 2020

Bachelor's degree in Marketing

## ADDITIONAL INFORMATION

---

**Languages:** Portuguese (Native), English (Fluent), Spanish (Fluent).

**Availability:** Based in Portugal (EU); remote-first by experience and preference, open to travel.