



JARA HERRERO

Technical Lead | CRM & AI Solutions
Software Engineering Analyst

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PROFILE

Technical Lead with 5+ years of experience in enterprise environments. Specialized in designing scalable technical solutions, leading omnichannel projects, and bridging business and technology. I have led end-to-end projects, from requirements analysis and solution design through development, implementation, and production deployment. Experienced in enterprise custom solutions and the application of AI to business solutions, I combine expertise in engineering, CRM, and analytics to design scalable, results-driven solutions.

EDUCATION

Bachelor Degree in Computer and Information Systems

University Trinity Saint David (Wales)

Master's Degree in Marketing, Advertising & Design
NETT School

Postgraduate in Business Intelligence, Data Analytics & Power BI
IEBS Business School

Salesforce CRM, Marketing Cloud, Data Cloud & Agentforce Bootcamp
MOA Institute

Additional training: Business Intelligence & Big Data courses at Antonio de Nebrija University; AI & Machine Learning courses and Salesforce Bootcamp at Cloud Coachers.

CERTIFICATIONS

- Google Project Management
- ITIL Foundation
- MOA Salesforce Bootcamp
- Salesforce Email Specialist

SKILLS CRM

Salesforce Marketing Cloud Adobe Campaign
Salesforce Sales Cloud
Salesforce Service Cloud
Salesforce Data Cloud
Agentforce

LANGUAGES

Spanish Native
English B2 speaking | C1 reading & writing
Portuguese B1

EXPERIENCE

SALESFORCE TECHNICAL LEAD • DELOITTE 2026 - Currently

As a Salesforce Senior Lead, I have led the development of solutions across Salesforce Marketing Cloud and Sales Cloud, translating business requirements into efficient technical solutions. I have acted as a bridge between business teams and key stakeholders, ensuring alignment between business needs and implementation, while prioritizing demand based on business impact and SLAs and coordinating effectively across business, marketing, and technical teams to ensure the delivery of critical initiatives.

SALESFORCE MARKETING CLOUD MANAGER • LLYC 2024 - 2026

Part of my role has involved end-to-end project management, including strategic decision-making, task oversight, and direct client communication. I have also contributed to strategic customer engagement and campaign management initiatives using Salesforce Marketing Cloud, as well as lead-generation landing pages and personalized strategies, such as connecting e-commerce shopping carts with Salesforce accounts and personalizing each customer's commercial experience to increase customer recurrence.

SOFTWARE ENGINEERING ANALYST • ACCENTURE 2022- 2024

I have developed and implemented multiple Salesforce Marketing Cloud projects, delivering solutions to support clients' marketing objectives through campaign management across multiple communication channels, process automation, and Salesforce Marketing Cloud system administration.

UX DEVELOPER & RESEARCH • HIBERUS 2018- 2019

I have also worked on multiple web development and UI projects, covering user interface evaluation, testing, design, and implementation to create an optimal end-user experience.

SKILLS

- Salesforce CRM & Customer 360:** Strong knowledge of Salesforce Clouds for a 360-degree customer view, including Marketing Cloud, Sales Cloud, Service Cloud, Data Cloud, Agentforce, and Loyalty Management. Knowledge of Adobe Campaign and Microsoft Dynamics NAV.
- Cloud & DevOps:** REST/SOAP APIs, Git, GitHub, Azure DevOps, and VS Code.
- Programming:** Knowledge of programming languages and technologies including Java, Python, R, Visual Basic, Apex, LWC, SSJS, SQL, AMPscript, and others.
- Data, BI & Reporting:** Knowledge of data and analytics platforms such as Databricks, with experience creating dashboards using Power BI and Tableau, and working with Oracle and MySQL databases.
- Data & AI:** Knowledge on Agentforce, Generative AI & LLMs, AI Agents, Prompt Engineering, RAG, Snowflake, Databricks y Pinecone
- Methodologies & Project Management:** Agile methodologies (Scrum & Kanban) for project planning and tracking, using tools such as Jira, Confluence, ServiceNow, and Trello.

PROYECTOS

+12 multinational projects

International supermarket chain - Highly technical project: Standardization of communications and loyalty processes across 23 BUs. Developed a reusable Content Block using AMPscript and SSJS to dynamically retrieve and insert personalized customer coupons into communications, eliminating the need to replicate developments across individual markets.

International sportswear brand: CRM data migration from an external platform, ensuring data availability in Data Cloud by designing the underlying data model. Integrated Claude with Salesforce Data 360 and Marketing Cloud through APIs, leveraging unified customer data as context for personalization and marketing automation processes, connecting Customer 360 data with generative AI capabilities and Marketing Cloud communication activation.