



# SANTI CAGLIARI

SALESFORCE MARKETING CONSULTANT



# About Me

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I am a Multimedia Designer, Front-End Developer & Salesforce Marketing Cloud Consultant. I own two SF certifications to back up my experience: Email Specialist & Admin. I'm now studying to become a Certified Pardot Specialist. I also have a Full Stack Development Program Certificate and a Graphic Design and Digital Marketing Certificate.

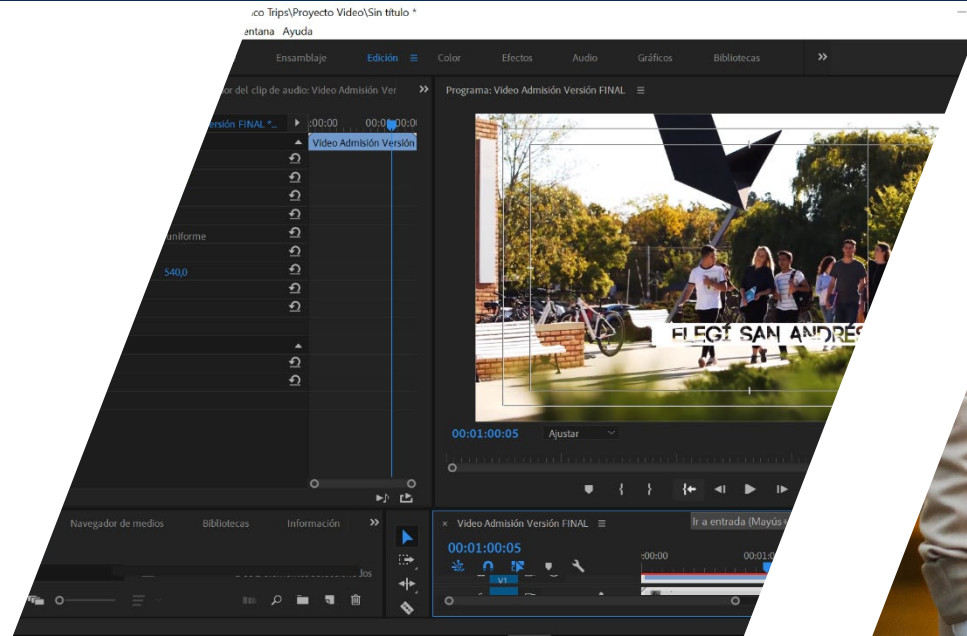
I firmly believe multimedia communication and development is the future.

I am currently working as a Marketing Cloud Technical Consultant in Cloudgaia, a Global Salesforce Platinum partner based in Argentina.





# LATEST PROJECTS





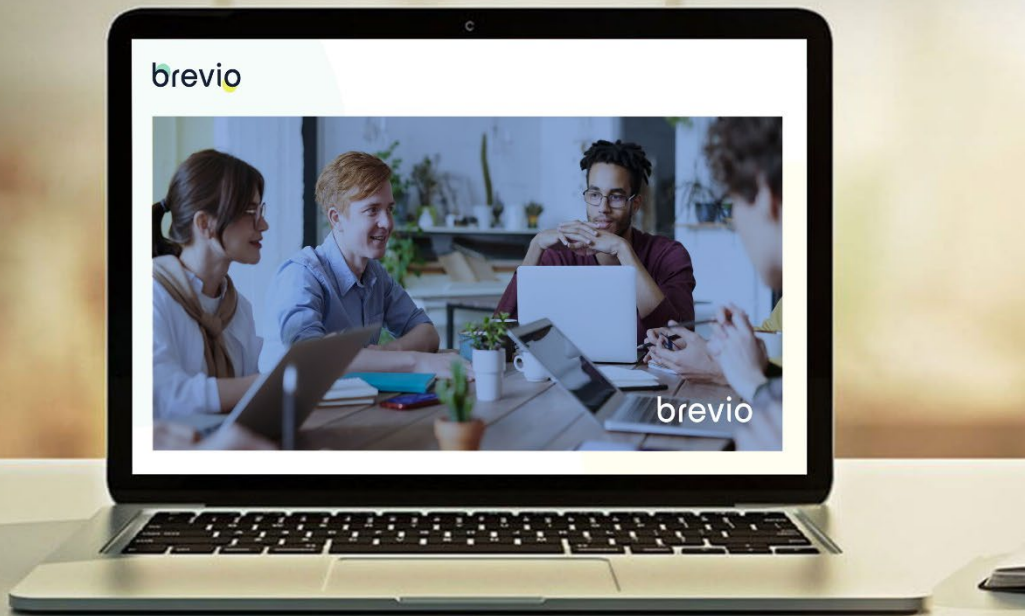
# BREVIO

EMAIL DESIGN IN MARKETING CLOUD

# Email Design

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Brevio is a social enterprise on a mission to revitalize UK Third Sector grant applications by creating more impact and reducing admin. They recently began to use Salesforce Marketing Cloud and needed to create four email templates in content blocks so they could be easily edited without needing to use HTML, CSS & AMPscript, Salesforce's scripting language for email development .



# Email Design

Creating the templates was an interesting challenge as it implied not only following the brand guidelines of this beautiful company, but also fully understanding each of the Marketing Cloud content blocks and its functionalities to provide a personalized and attractive email marketing experience.

[VIEW FULL DESIGN](#)

## Dinamic Content

Text

Button

brevio



### **Five tips to optimise your funding need**

Brevio works best when you provide as much information as possible in your funding needs.

To ensure you get the most out of Brevio, we've put together five quick tips to optimise your funding needs.

[Optimise your funding need](#)



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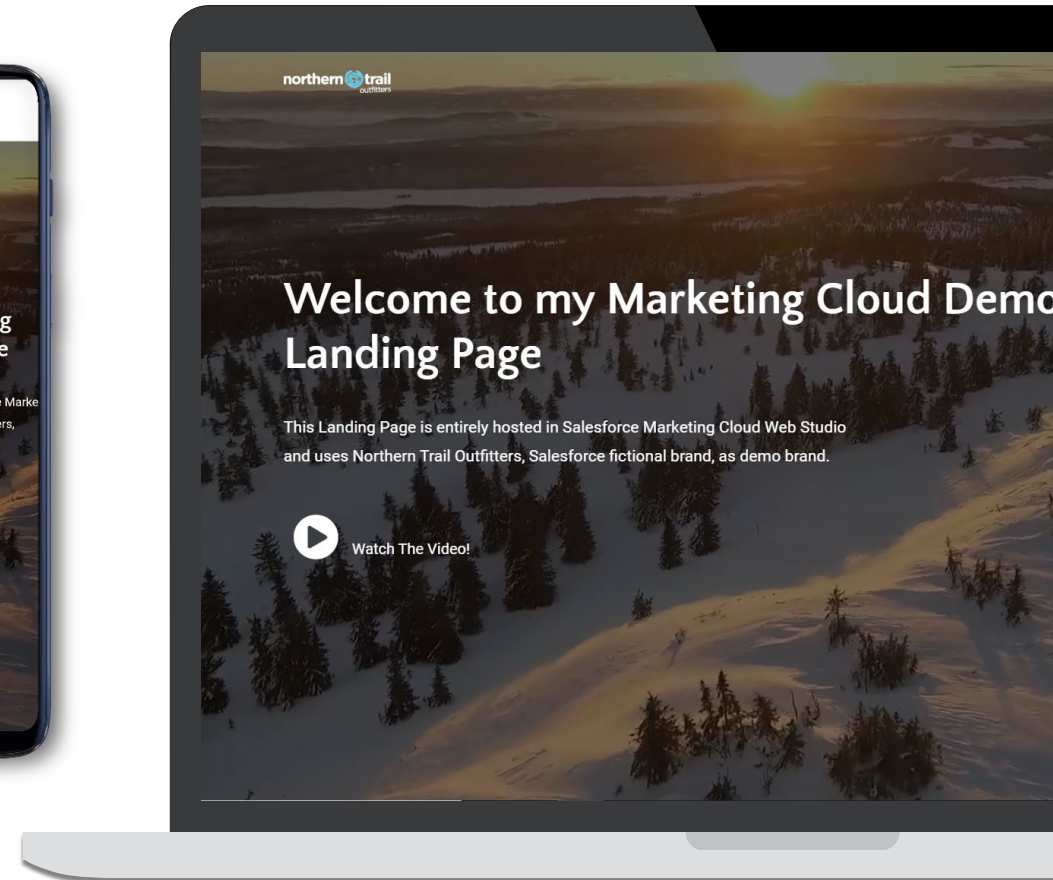
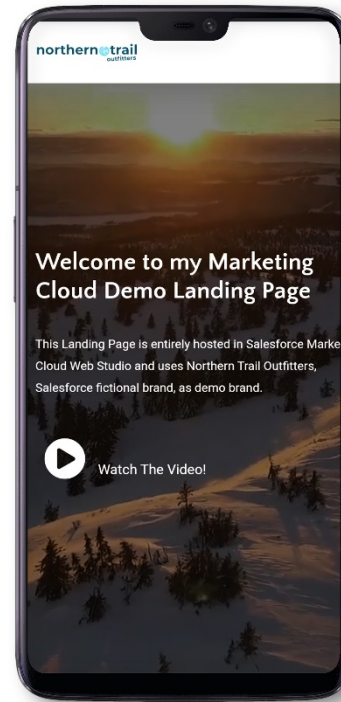
WEB DEVELOPMENT

# Web Design in SFMC

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Using Northern Trail Outfitters, Salesforce's fictional demo brand, I created a Landing Page in Marketing Cloud, using Web Studio, with a Smart Capture form that collects user's data and send's it directly to a data extension. Feel free to fill the form. You will also receive an automated response and become a part of my journey.

[VIEW WEB](#)

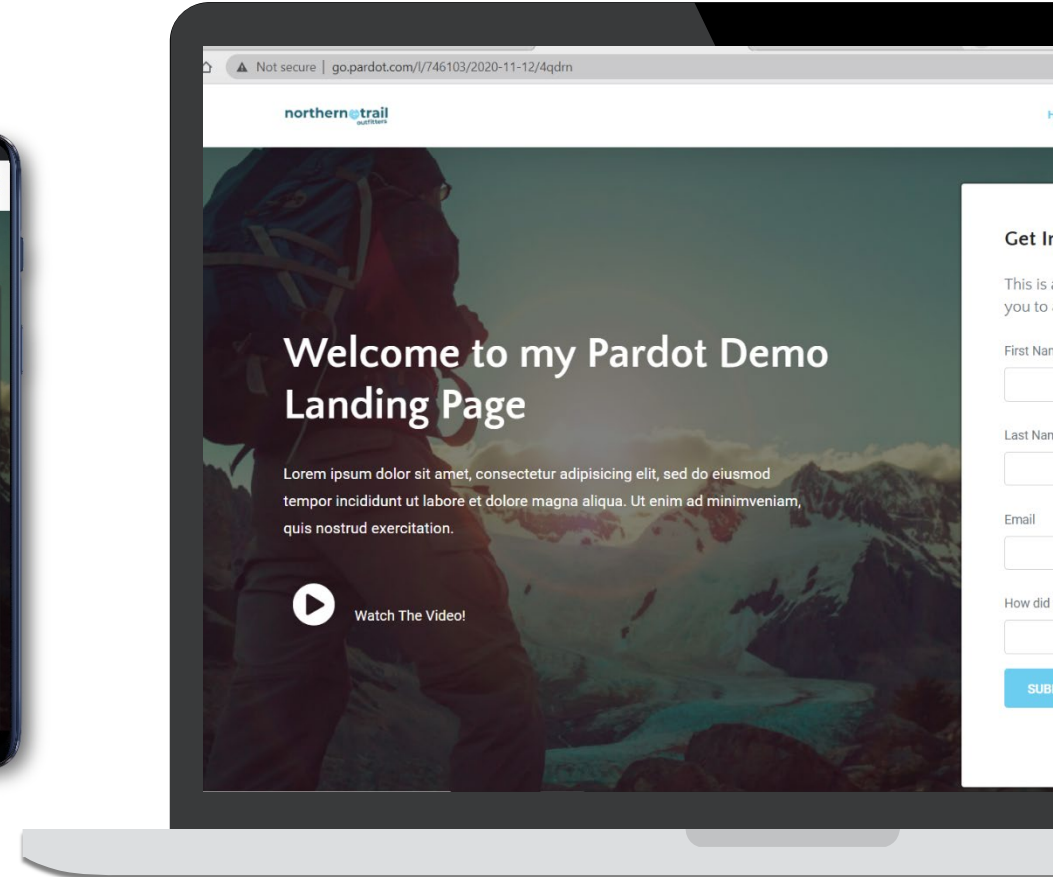
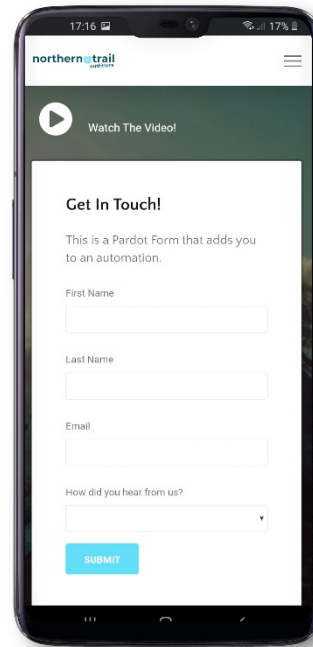


# Web Design in Pardot

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Using Northern Trail Outfitters, Salesforce's fictional demo brand, I created a Landing Page in a Pardot classic account. The form fires an automation that sends an autoresponder email and adds the customer to an engagement studio campaign.

[VIEW WEB](#)





# KAMADO B10

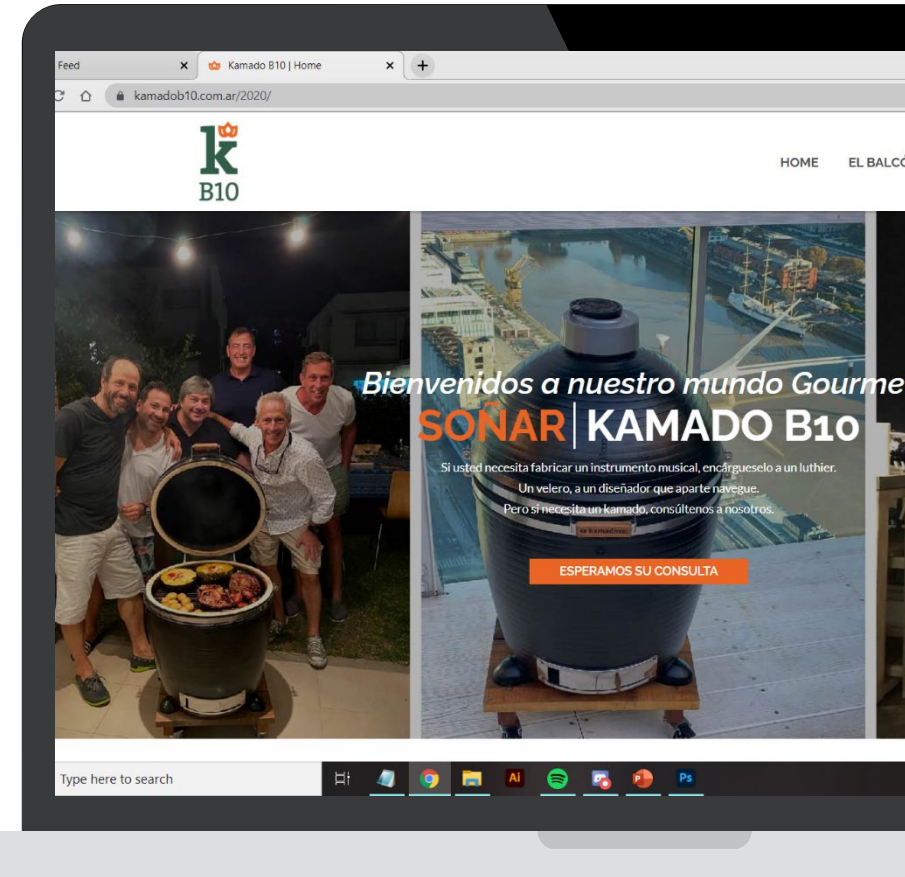
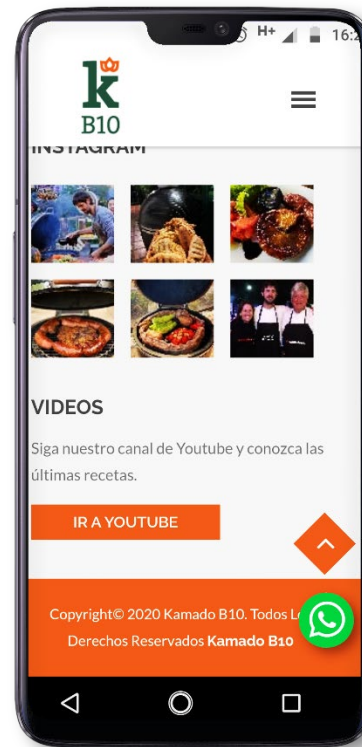
WEB DESIGN

# Web Design

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I developed a mobile first website using HTML, CSS, Javascript and Bootstrap. The Landing Page is being used for Google Ads, generating really interesting results and a really good Quality Score.

VIEW WEB





# AAARBA

SOCIAL MEDIA & EMAIL DESIGN

# Social Media

Graphic Design for social media posts in three different dimensions, to adapt to the different social media format requirements.



# Email Design

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Using HTML and CSS, I created some email templates to be used in Mailchimp Email Marketing Campaigns. The designs were optimized and fully responsive.



# San Andres University



## COMMERCIAL VIDEO

San Andres University needed to create a brand new video that reflected in an enthusiastic and attractive way the core business of the organization.

[WATCH VIDEO](#)

# Social Media Spots

Adapting Marketing Campaigns to the Digital World is a must. Today's consumers are increasingly mobile and that's why it is imperative to always use the different aspect ratios to deliver a high-quality, relevant and engaging video experience to end-users.



LANDSCAPE

WATCH VIDEO



VERTICAL VIDEO

WATCH VIDEO



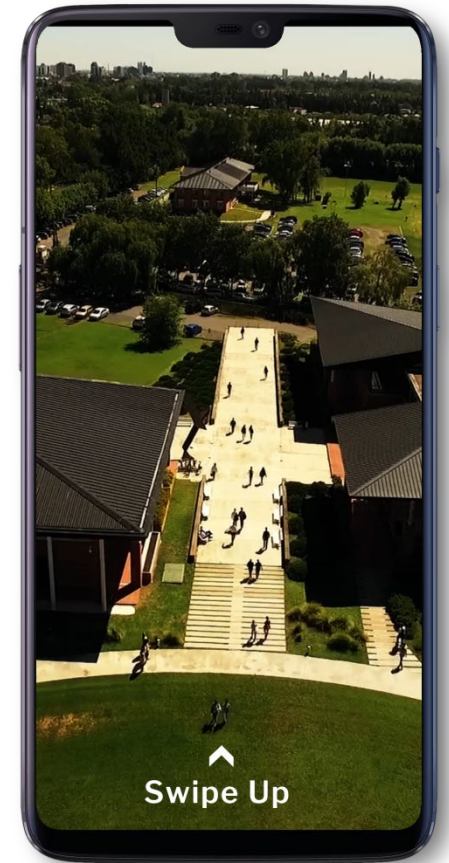
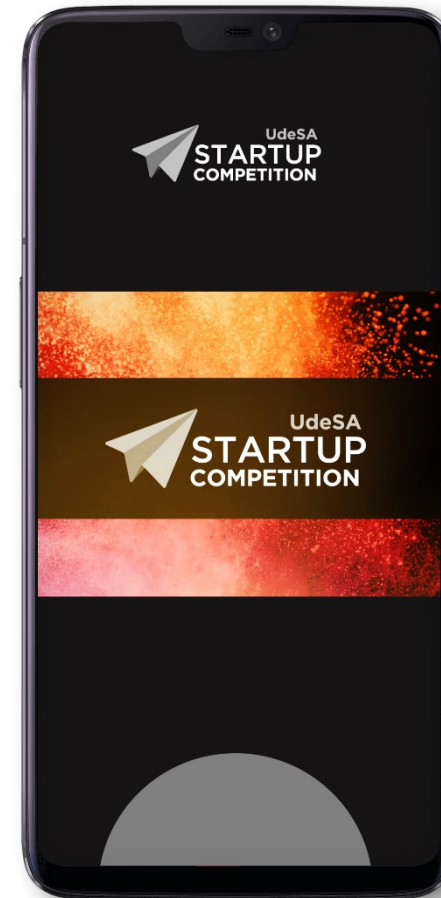
SQUARE VIDEO

WATCH VIDEO

# Social Media

A few more examples of different video content adapted to meet the standards of a high quality mobile experience.

WATCH VIDEOS



# Display Video



## PROMOTIONAL VIDEO

Promotional video generated for an specific display campaign, in three different formats. Additionally, I was required to generate de HTML code that would then be implemented in the website of our provider.

[WATCH VIDEO](#)



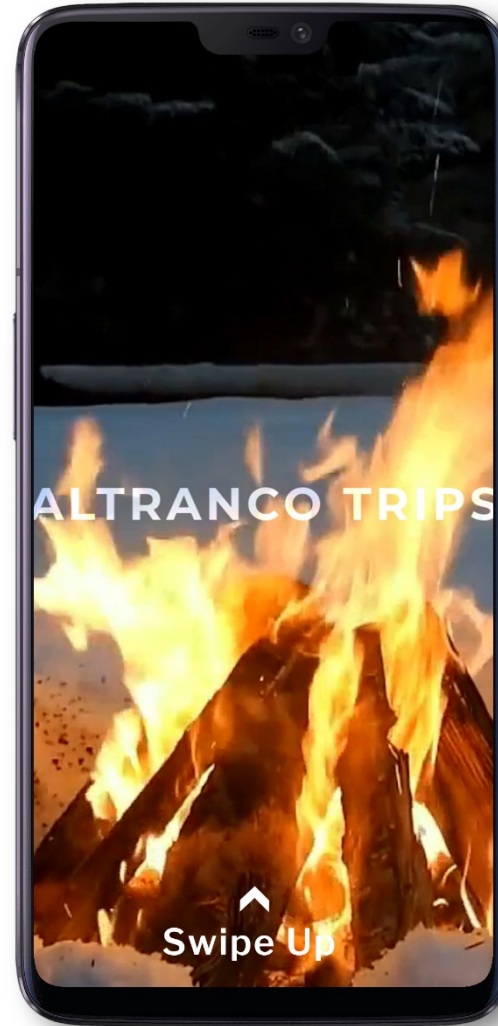
# ALTRANCO

TRAVEL AGENCY

# Instagram Channel

Altranco Trips is a small Argentinian travel agency that invites foreign tourists to discover hidden places while becoming part of the nature of beautiful landscapes, such as Patagonia Argentina. I've recently worked with them in the enhancement of their Instagram channel.

WATCH VIDEO



## NEW AVATAR

We created a brand new image.



## HIGHLIGHTS

Different highlights to communicate their most important travel packages.



## INSTAGRAM TV

Well aware of the potential of video material, we develop an Instagram TV account linked to their social networks.

# Promotional Spots

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30 second commercial spot to highlight the different activities and beautiful landscapes you can discover with Altranco.

WATCH VIDEO

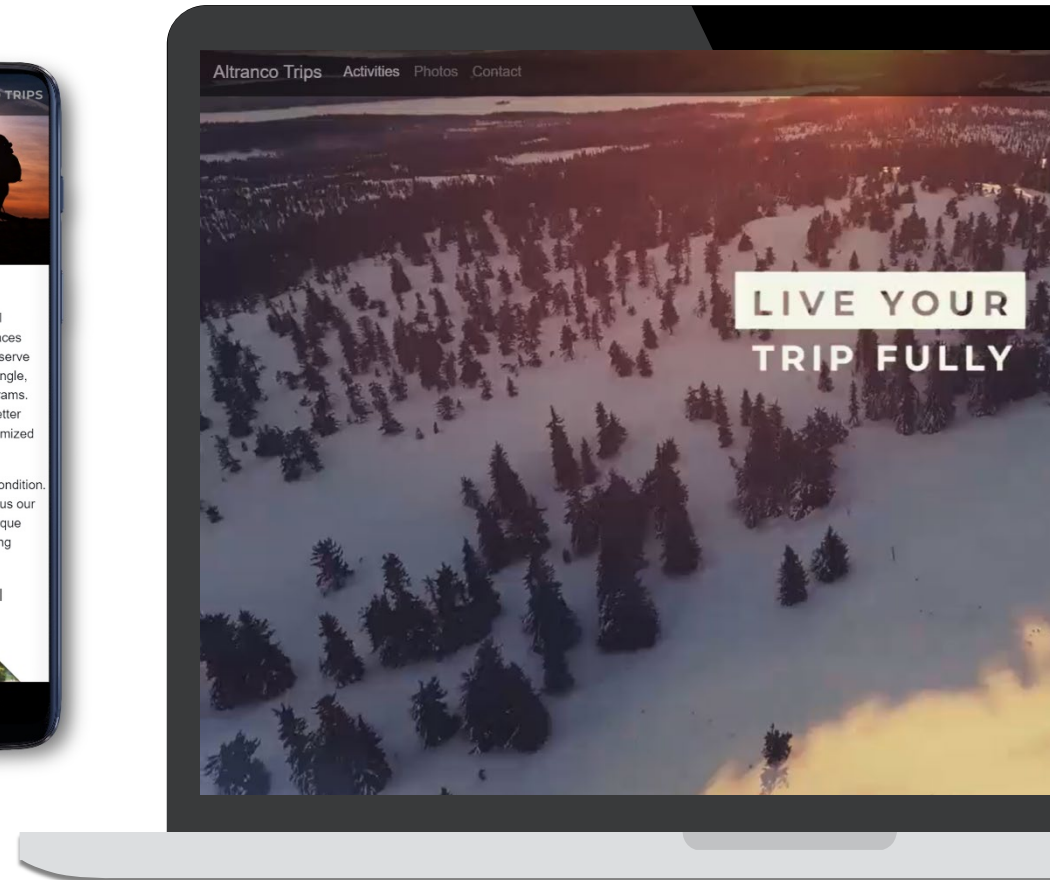
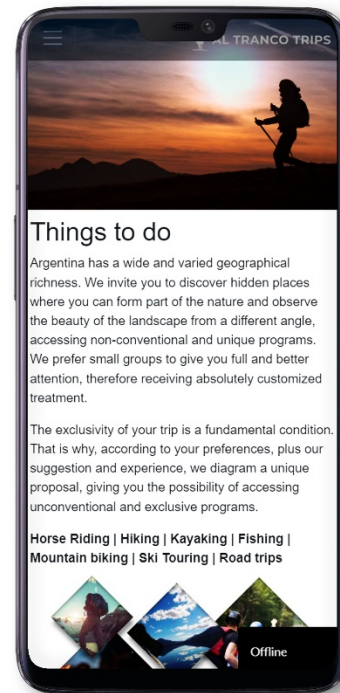



# Web Design

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Combining my video editing skills and my web design skills, I developed a mobile first website, with a video slider in it's home fully optimized and fast.

WATCH WEB





# CAMPUS EXPERIENCE

# Promotional Spot

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Testimonial video developed to create an emotional connection with the audience while encouraging them to participate in the Campus Experienced, held by Real Madrid Foundation to educate young football athletes in the values and beliefs of the organization.



- ✓ **ADOBE PREMIERE**

Video, audio editing and color correction.

- ✓ **ADOBE AFTER EFFETS**

Motion Graphics.

# Motivational

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With the same footage recorded in a single day of filming, and some other footage provided by the organization, we developed a motivational spot, with voice over and epic emotional background music to impact and influence our audience.

[WATCH VIDEO](#)





**THANK YOU**