



VÍCTOR ANGULLO SANTOS

Platform Manager Omnichannel | CRM & Marketing Automation | Data & AI

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PROFILE

CRM and marketing automation specialist with over 5 years of experience in Salesforce Marketing Cloud, omnichannel campaign management, and process automation. Combines a strong technical foundation (SQL, AMPscript/SSJS, REST/SOAP integrations) with certifications in Data Cloud and AI (Salesforce), steering his career toward data engineering and AI-driven solution roles. Proven track record of optimizing processes and improving campaign performance.

KEY ACHIEVEMENTS

- Process Optimization: cut campaign setup time by 30% (Omega CRM / Boehringer Ingelheim).
- Campaign Strategy Success: achieved a 25% ROI increase within six months (Omega CRM / Boehringer Ingelheim).
- Portfolio Management: managed a 140-client portfolio, driving a 200% increase in qualified web traffic (Leadformance).

EXPERIENCE

Platform Manager Omnichannel — Omega CRM, A Merkle Company — client Boehringer Ingelheim 04/2025 – Present

- Gather and document campaign requirements with business stakeholders, ensuring briefings are complete and aligned with agreed business rules.
- Translate business rules into configurations and workflows within Next Best Action (NBA) marketing tools.
- Collaborate with Data Analysts and Data Stewards to secure the availability and quality of data used in campaigns.
- Perform quality checks, simulations, UAT, and system integration testing ahead of every deployment.
- Define and document omnichannel automation processes, promoting the adoption of best practices across teams.
- Coordinate with IT teams and third-party vendors to improve the functionality of automation tools.

Marketing Automation Developer — NATEEVO 05/2021 – 06/2025

- Prepared data for marketing communications using SQL, including CSV imports and data model design.
- Developed landing pages with HTML, CSS, JavaScript, AMPscript, and SSJS for data capture and lead generation.
- Executed and deployed marketing campaigns through Salesforce Marketing Cloud.
- Designed and implemented automated processes to synchronize customer data across marketing platforms, CRM systems, and external databases.
- Built and configured customer journeys based on functional business requirements.
- Integrated external applications via REST and SOAP services for data exchange and process automation.

Community & Social Media Manager — BCW España — client Electronic Arts (FIFA) 09/2019 – 03/2021

- Managed and executed social media strategies for FIFA, ensuring brand consistency and engagement across multiple platforms.
- Created, scheduled, and published content aligned with marketing campaigns and product launches.
- Analyzed performance metrics and community feedback to optimize content strategy.
- Collaborated with marketing, content, and product teams to support campaign objectives and community initiatives.

Community Manager & Administrative Officer — Real Federación Española de Kárate y D.A. 12/2016 – 01/2019

- Developed and implemented online communication plans and digital marketing strategies, including regional and national campaigns.
- Managed social media channels for professional athletes and the organization, and maintained website content.
- Prepared sales forecasts and market research, and managed marketing budgets and incentive programs.

Debt Recovery Specialist — Marktel 07/2015 – 09/2016

- Managed a portfolio of more than 250 clients, providing tailored financial solutions.
- Consistently met sales targets over seven consecutive months, delivering 38.06% growth in performance.

Inside Sales — Leadformance 03/2015 – 07/2015

- Optimized store data to improve the effectiveness of store locators across web and mobile channels for clients such as Subaru, TGI Fridays, and Timberland.

- Managed a portfolio of more than 140 clients, achieving on average a 200% increase in qualified web traffic within the first year.

Guest Blogger — HoyMarketing

11/2018 – 06/2025 (*ongoing collaboration*)

- Wrote articles and content covering digital marketing trends, strategies, and developments.

Server — Chatham Bars Inn, Boston

06/2014 – 09/2014

- Delivered customer service in a fast-paced hospitality environment, coordinating with kitchen and front-of-house staff to ensure service quality.

EDUCATION

Full Stack Developer – Web Application Development · Upgrade Hub · 2021

Master's Degree in UX/UI Design and Marketing · Trazos · 2019–2020

Master's Degree in Digital Marketing · Aula CM · 2018–2019

International MBA · Francisco de Vitoria University · 2014–2015

Bachelor's Degree in Tourism, Leisure and Nature Tourism · Rey Juan Carlos University · 2009–2014

CERTIFICATIONS

- Salesforce: Marketing Cloud Engagement Developer
- Salesforce: Data Cloud Consultant
- Salesforce: AI Associate
- Adobe: AD7-E601 Real-time CDP
- Salesforce: Marketing Cloud Email Specialist
- Google: AdWords Display Certification

TECHNICAL SKILLS

CRM & Automation: Salesforce Marketing Cloud, AMPscript, SSJS, Journey Builder, Data Cloud, NBA/Next Best Action

Data & Development: SQL, HTML, CSS, JavaScript, REST/SOAP APIs

In progress: Python, data engineering, AI model integration

LANGUAGES

Spanish (native) · English (native) · French (intermediate)

PROJECTS

Revive Colonia (2013–2014) — Business plan to enhance the visitor experience and promote Cologne's medieval archaeological heritage through virtual reality technology (Oculus Rift).