

2023 OSF Academy Salesforce Marketing Cloud Administrator

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Company: OSF Digital

Location: Spain

Category: other-general

OSF Digital is a leading digital transformation firm with a global footprint in 30+ countries and 2000+ employees. Our passion is in helping businesses leverage commerce, marketing, sales, service, analytics, loyalty, and digital experience solutions. With rapidly growing, global expertise in enterprise connected commerce, OSF seamlessly guides brands throughout their entire digital transformation journey. Every day, we work with the largest and most well-known firms across the globe; and every day, we create meaningful customer experiences. We believe that when we unite as one team and pursue one shared vision, that we can revolutionize how our customers work.

Do you want to transform the future of digital? But not sure how? Maybe we can help you.

Here at OSF Digital, we want to change the lives of people who dream of entering the universe of technology, through our unique Salesforce-focused training program - OSF Academy. This is a great opportunity which is completely free.

What is this training covering ?

Our training offer is aimed at people who want to learn how to become a Salesforce Marketing Cloud Administrator.

The Salesforce Marketing Cloud Administrator will have knowledge of the features available to end users and the configuration options available in Marketing Cloud. The Administrator is generally familiar with data structure in subscriber data management and can thoroughly navigate Setup. Also, the Administrator can successfully troubleshoot account configuration and user requests.

What will you learn at this training?

A participant at the training will learn basic understanding of how Marketing Cloud Server-Side Scripting Languages (AMPscript, GTL, SSJS) could be used in Marketing Cloud.

At the end of the training, the graduate will be able to setup Salesforce Marketing Cloud (setup of Reply Management, SAP, Data Extensions, SQL -> views, Automations, etc.), be familiar with product capabilities related to email marketing, report generation, and data management. The graduate will also be able to troubleshoot and solve basic Marketing Cloud-specific issues.

What do I need?

A computer and a good internet connection since the program is delivered remotely.

Willingness and enthusiasm to take up a new challenge.

You need to be open to learn not only theoretical matters and concepts, but also to apply in practice the know-how gained during the program.

What does OSF Digital offer?

Training materials, carefully selected information, useful links to help you explore the documentation we prepared for you

Support from a dedicated Trainer who will answer your questions and will help you overcome any challenges that may arise along the way.

Duration of the program is 4 weeks (up to 60 hours).

The schedule is flexible, depending on how much time you can invest.

Upon assessment at the end of the program – you'll receive an OSF Digital - Certificate of Program Completion.

What do I need to do next?

Please hit the 'Apply Now' button to enroll to OSF Academy. Please apply only if you are more than 18 years old.

Don't forget to mention any additional comments.

We're looking forward to helping you shape your future in digital, with OSF Academy.

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