





SHIRLEY SHAW

 Mexico City, MX
 ShirleyShaw.is@gmail.com

 [linkedin.com/in/shirleyshaw](https://www.linkedin.com/in/shirleyshaw)
 github.com/shirleys

Skills

Javascript, Ruby, Python, AWS, HTML, CSS, Salesforce, Email Campaign Strategy and Deployment, Lead Sourcing, Analytics, Web Personalization, Data Enrichment, Sales and Marketing Automation, Team Building, Management

Experience

Clearbit - San Francisco, CA + Mexico City, MX || *Data for Modern Marketing and Sales Orgs* Jul 2018 - May 2023
Head of Customer Success Engineering + Solutions Architecture/Sales Engineering

- Owning the overall go-to-market experience, both pre and post-sales: implementations, maintenance, sales engineering, partnership integrations, and beyond
- Strategic planning and process building
- Establishing and leading Customer Success Engineering and Support Engineering organizations, covering 4 product areas - Salesforce Package, APIs, Native Integrations, and Platform
- Customer development and product strategy, defining internal/external success metrics
- Consulting top-tier modern marketing and sales teams toward data-driven growth
- Drive solutions for top enterprise customers such as Facebook, Stripe, Unity, Slack, Intercom, ZenDesk

Demandbase - San Francisco, CA || *Account Based Marketing (ABM) Solutions* Feb 2016 - Jul 2018
Solutions Engineering Lead

- Implementing and scoping best practice and custom solutions within mid-market and enterprise tech stacks (Eloqua, Marketo, Adobe Analytics, Google Analytics, Tag Management Systems, Optimizely, etc) while also consulting client development and marketing teams in setup, troubleshooting and reporting analyses
- Building internal projects and features such as real time notifications (JS/Slack), data research tools (Python API back/Rails front), central sales scoping tool (Ruby/Rails), event tracking (Rails/JS/Google Analytics)
- Creating videos and support docs to advise team and lead clients in implementation process
- Drive solutions for top enterprise customers such as Adobe, Accenture, AWS, Deloitte, Visa

Vero - San Francisco, CA || *Behavioral and Transactional Email Marketing* May 2015 - Jan 2016
Customer Success Engineer

- Debugging client code for user and event tracking and also ensuring clean data is returned to platform
- Monitor, review, and repair client deliverability - including internal tool features built with Ruby and JS
- Assessing customer requirements and aiding in migrations from respective prior email marketing solutions
- Consulting and troubleshooting campaign newsletters, behavioral, transactional messages and series
- Generating help documentation on various aspects of the platform, live demo-ing advanced features

Oracle - San Francisco, CA || *Oracle Marketing Cloud - Enterprise Email Marketing* Apr 2013 - Sept 2014
Senior Expert Services Specialist

- Executing multi-touch lifecycle marketing programs and reviewing/troubleshooting anomalous reporting
 - Automating previously time intensive processes for the Campaign Services team with Python
 - Developing solutions for complex segmentation and targeting via SQL and proprietary filtering tools
 - Project management, working directly with clients to assess needs and resolve escalations
-

Education

University of California, Berkeley

B.A. Urban Studies/City Planning

Graduated May 2008