Anna Aldüz

CRM Specialist

Prague, Czech Republic anna@annaalduz.com

Work Experience

Gen Digital

Feb 2025 – May 2026
Prague, Czech Republic

Senior Salesforce Marketing Cloud Specialist

- Owned marketing automation operations for email campaigns across five cybersecurity brands (Avast, AVG, CCleaner, Avira, HMA), managing send-out and quality assurance.
- Built custom tools to solve recurring bottlenecks: SFMC API scripts cutting one-off campaign prep from days to hours, a Slack-based monitoring system surfacing ~40k weekly campaign errors, and Cloud Page tools automating bulk data extension generation.
- Ran hands-on workshops teaching colleagues to use and adapt these tools themselves, scaling their impact beyond my own workload.

Salesforce Marketing Cloud | AMPscript | SSJS | HTML | CSS | SQL | Python | Postman | Figma | Jira | Microsoft Office | Slack | Zoom | Claude Code | GitHub Copilot | Data Analytics

Kiwi.com

May 2022 – Jan 2025
Remote, Czech Republic

Senior Email Designer & Developer

- Created and enhanced CRM email campaigns in 26 languages, collaborating closely with marketing, translation and design teams.
- Led the design and development of an email system featuring 40+ dynamic components, used as a scalable, reusable framework company-wide.
- Organised and led technical workshops within the CRM team on email design, accessibility, and Figma.
- Contributed to 40+ A/B tests exploring design variants, AI-generated content, ML-based segmentation, and interactive features.
- Developed a custom Google Apps Script solution to automate the monthly Kiwi.com Stories newsletter workflow.

Bloomreach Engagement | Jinja2 | JavaScript | HTML | CSS | SQL | Python | Postman | Figma | Jira | Google Workspace | Looker | Email on Acid | Slack | Github Copilot | Design | Marketing | Copywriting | Data Analytics | Web Accessibility

Freelance

Apr 2020 – Feb 2023
Remote, Czech Republic

Illustrator

- Delivered 20+ illustration and design projects, including book covers and illustrations for 4 children's books.

Adobe Photoshop | Adobe Illustrator | Procreate | Affinity | HTML | CSS | Figma | Google Workspace

Expedia Group

Feb 2018 – Apr 2020
Prague, Czech Republic

Lodging Partner Associate I – III

- Served as technical champion, addressing complex technical issues and leading investigations.
- Trained and mentored 10+ team members, building technical capability across the market operations team.
- Achieved highest partner resolution KPI in Market Operations in 2019.

Salesforce Lightning | Microsoft Office | SQL Server

Education

Bialystok University of Technology, Poland
Bachelor of Tourism and Recreation

Certifications & Courses

Harvard Business School Online
- Digital Marketing Strategy Certificate

DataCamp
- Data Analyst Associate Certificate
- SQL Associate Certificate
- Python Data Associate Certificate
- GDPR & Data Privacy Fundamentals Certificate
- Data Literacy Certificate
- 50+ additional courses completed, including AI agent tooling, workflow automation, cloud platforms (AWS, BigQuery, Snowflake), data visualization, and marketing/business analytics

Google
- UX Design

Adobe
- Adobe Marketo Engage Foundations

HubSpot Academy
- Inbound Certificate
- HubSpot Marketing Hub Software Certificate

Harvard CS50
- Fundamentals of AI
- Introduction to Computer Science
- Introduction to Programming with Python
- Web Programming with Python and JavaScript
- Introduction to SQL

Languages

- Polish (native)
- English
- Turkish

Skills

CRM & Email Marketing Salesforce Marketing Cloud (SFMC) · Bloomreach Engagement · Salesforce Lightning · Email on Acid · Copywriting · Web Accessibility · Deliverability · GDPR

Development, Automation & AI HTML · CSS · SQL · Python · Jinja2 · AMPscript · JavaScript · Server-Side JavaScript (SSJS) · Google Apps Script · Postman · n8n · Power Automate · Claude Code · GitHub Copilot

Data & Analytics Data Analytics · A/B Testing · Looker · Power BI · Tableau

Design & Productivity Figma · Adobe Photoshop · Adobe Illustrator · Procreate · Affinity · Jira · Microsoft Office (Excel, Word, PowerPoint, Outlook, Teams, OneDrive, SharePoint) · Google Workspace (Sheets, Docs, Slides, Forms, Gmail, Drive, Calendar) · Zoom · Slack