

Richard Tuharsky

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About me

I work primarily with Salesforce Marketing Cloud, handling campaigns, automations, and everything that comes with it. I enjoy diving into other areas of Salesforce as well - whether it's CRM configuration, writing Apex code, or building Lightning components. I like understanding how the whole platform works together. Outside of work, I'm usually coding on personal web projects. I enjoy experimenting with different technologies and building things from scratch. This mix of marketing know-how and technical skills helps me approach problems from different angles and find practical solutions.

PROFESSIONAL EXPERIENCE

IBM

April 2025 - Present

Campaign Manager | Salesforce

I manage multi-channel marketing campaigns across 3 countries in the MEA region, coordinating teams across different time zones. My role involves:

- Coordinating between developers, admins, and config teams to ensure smooth execution
- Translating client requirements into technical specifications
- Managing project timelines and deliverables across distributed teams
- Troubleshooting technical issues and finding practical solutions
- Ensuring campaigns launch on time despite timezone challenges

Key skills: Salesforce Marketing Cloud, project management, cross-functional team coordination, technical problem-solving, stakeholder communication, and remote team management.

IBM

July 2022 - April 2025

Salesforce Developer

Develop, customize, and maintain Salesforce Marketing Cloud solutions to meet client needs, working closely with clients on complex SQL-based journeys, content setup, and data operations across multiple regions and instances.

- Implemented unified Salesforce Marketing Cloud solutions across countries and business units.
- Utilized advanced features including AMPscript, SQL, Content Builder, Mobile Push, and multi-channel journeys.
- Managed data structures and automations supporting campaigns across Email, SMS, Mobile Inbox, Push, WhatsApp, and Viber.

IBM

November 2021 - July 2022

Salesforce Software Tester

Tested software applications across Salesforce Marketing Cloud, Service Cloud, and Loyalty Cloud, working closely with developers and clients to ensure quality and smooth delivery.

- Created clear, detailed test cases and documentation to guide the testing process.
- Worked hands-on with development teams to find and fix issues early.
- Explained technical concepts in a simple way to help clients understand it.

Shopify & Digital Marketing Specialist

2019 - 2020

Freelance / Self-run eCommerce Brand

- Built and managed multiple Shopify stores both one-product and multi-product setups from concept to launch.
- Designed and customized Shopify themes for strong branding, clean UX/UI, and high conversion rates.
- Created complete brand identities including product positioning, visual design, copywriting, and storytelling.
- Integrated key Shopify apps and tools (reviews, upsells, analytics, fulfillment, payment gateways) to streamline operations.

TECHNICAL SKILLS

- SQL, JavaScript (AMPscript, SSJS), HTML & CSS (email templates, Content Builder), Python, Bash scripting, NextJS, MongoDB and PostgreSQL
- SFMC: Automation Studio, Journey Builder, Data Extensions, Content Builder, Email Studio, Mobile Studio
- REST & SOAP APIs (basic integration knowledge within SFMC)
- Version control (Git)
- Postman (for testing APIs)

SOFT SKILLS

- Clear and timely communication
- Strong time management and task prioritization
- Problem-solving mindset
- Team collaboration across technical and non-technical teams
- Adaptability in fast-changing environments
- Proactive ownership of tasks and workflows
- Attention to detail, especially in data handling and QA

Languages: English - Fluent (written, verbal)

EDUCATION

Computer Science (pursued Bachelor's)

Matej Bel University

Focused on mathematics, database systems, and programming fundamentals.

High School Diploma - Digital Media Communication

Specialization in graphics, Python programming, and web development.

CERTIFICATIONS

- Mathematics in Computer Science
- Salesforce Marketing Cloud AI Associate
- Salesforce Marketing Cloud Administrator
- Oracle Foundations Associate



PROJECTS

<https://answerlift.com/>

GitHub

<https://github.com/RichardTuharsky/aeotool>

AnswerLift is an AEO tool that optimizes website content for better citation rates in AI chatbot responses (ChatGPT, Claude, Perplexity, etc.). It tracks competitor performance in LLM results, analyzes content citation patterns, and provides data-driven recommendations to reclaim traffic lost to AI chatbots providing direct answers instead of directing users to source websites.

Tech stack: NextJS, PostgreSQL

<https://akybolpohovor.sk/>

GitHub

<https://github.com/RichardTuharsky/akybolpohovor>

Built and launched a Slovak-language platform where job-seekers can search companies and browse or add anonymous, structured interview reviews covering date, role, city, number of rounds, difficulty, outcome and tips, then generate a polished CV in PDF and read an in-house blog with practical interview guidance.

Tech stack: NextJS, PostgreSQL