

# Richard Tuharsky

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## About me

I specialize in Salesforce Marketing Cloud, delivering campaigns and automations while actively expanding across the broader Salesforce ecosystem. My hands-on experience spans Salesforce Core configuration, custom development, administration, solution architecture, and AI capabilities within the platform. I have a strong focus on data quality and system integrations, ensuring clean, connected solutions. Outside of work, I'm committed to continuous learning through personal development projects and pursuing Salesforce certifications to deepen my technical expertise.

## PROFESSIONAL EXPERIENCE

### IBM

April 2025 - Present

#### Campaign Manager | Salesforce

I manage multi-channel marketing campaigns across 3 countries, coordinating teams across multiple time zones while serving as the primary client-facing technical consultant. On a daily basis, I engage with stakeholders to collect requirements, design solutions, and deliver marketing automation strategies through SFMC.

My Role involves:

- Coordinating between developers, admins, and config teams to ensure smooth execution
- Translating client requirements into technical and ready to go 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.

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### 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.

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### 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.

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### Shopify & Digital Marketing Specialist

2019 - 2020

Freelance / Self-run eCommerce Brand

- Built and managed multiple Shopify stores from concept to launch, handling store design, branding, and conversion optimization
- Ran Facebook/Meta ad campaigns and wrote persuasive copy based on buyer psychology to drive customer acquisition
- Managed supply chain operations including supplier negotiations, logistics coordination, and order fulfillment
- Oversaw a small team of contractors (designers, copywriters, virtual assistants) to scale business operations

## TECHNICAL SKILLS

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

## 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

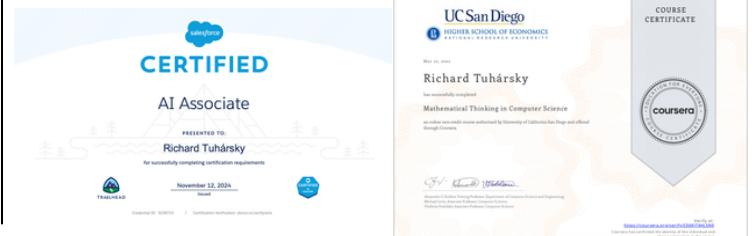
Focused on mathematics, database systems, and programming fundamentals.

### 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
- Salesforce Platform Foundations
- Oracle Foundations Associate



## PROJECTS

<https://answervlift.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

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<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