Marketing Tech Developers Lab

What is Marketing Tech Dev Lab?

A practical workshop in which Deloitte specialists will show you how to work with the Salesforce Marketing Cloud platform in the field of programming, configuration and project management.
After completing the training, all participants gain the knowledge necessary to start a career in Salesforce Marketing Cloud and a certificate confirming participation.

What is Salesforce Marketing Cloud?

It enables businesses to create data driven, personalised, customer journeys across multiple channels. It leverages one platform so businesses can provide a consistent, cohesive, customer experience across email, social, website, advertising and even in-store. Marketing Cloud Developers are responsible for integrations with external systems (SOAP/REST API). They are also responsible for implementation of custom solutions which enhance native capabilities of the platform. They're also experienced in advanced segmentation (SQL), reporting and analytics, and data configuration. SFMC Developers will also troubleshoot, and support implemented Salesforce applications. Last but not least, they create advanced, personalized, and dynamic messages and landing pages by leveraging Marketing Cloud's scripting languages.

Who are we looking for?

- students of the third year of bachelor's / engineering and master's studies and graduates of an IT studies,
- people communicating freely in English (min B2),
- people available at least 30 hours a week in case of the permanent work, after the Lab,
- people who know the basics of Web Development (JavaScript, HTML/CSS),
- people who know the basics of database languages (e.g. SQL)

Why is it worth to take part?

- You will see how IT can be used in business;
- You will have the chance to experience the practical knowledge of global IT solutions and combine it with the theory from university;
- Integrate Marketing Cloud with Salesforce and external solutions (API);
- Apply SQL (queries) to manage and manipulate data;

- Utilize SSJS to interact with data;
- You will learn how to build personalized emails and landing pages using HTML/CSS and AMPscript;
- For the most successful candidates – a possibility to receive a permanent job offer after the completion of the Internship Programme.

The number of participants is limited!

Please be informed that we will contact only selected candidates.

Deloitte.

ServiceNow Academy

Apply for **6-weeks online workshops** which **starts on 20th of March.** The best participants of Academy will be offered paid employment/internship and ServiceNow Admin certification.

During the online workshops, you will learn what challenges IT **ServiceNow developers face at each stage of development** and **how you can deal with them.** We will cover issues in the field of architecture, business processes, analysis, integration, data management and many others.

The **ServiceNow Academy** scenario is to present real world, relevant lab exercises. The **classes consist of lectures and group discussion**, as well as **extensive hands-on practice and reinforcement delivered in a variety of labs.**

Application is open till **27th of February**