

Integrated Marketing Automation Strategist

Job ID
REQ-10051973
Jun 27, 2025
Mexico

Summary

The Integrated Marketing Automation Strategist plays a critical role in designing data-driven, cross-channel customer experiences that align with brand objectives and customer needs. This role bridges marketing strategy, experience planning, and technical execution—translating strategic inputs into actionable, automated use cases across paid, owned, and earned channels. Working closely with brand teams, analytics, and platform experts, this strategist ensures seamless journey design, personalization, and optimization leveraging the full capabilities of Salesforce Marketing Cloud and related technologies.

About the Role

#LI-Hybrid

Location: Mexico City

This role is based in Mexico City.

The Integrated Marketing Automation Strategist plays a critical role in designing data-driven, cross-channel customer experiences that align with US brand objectives and customer needs. This role bridges US marketing strategy, experience planning, and technical execution—translating strategic inputs into actionable, automated use cases across paid, owned, and earned channels. Working closely with brand teams, analytics, and platform experts, this strategist ensures seamless journey design, personalization, and optimization leveraging the full capabilities of Salesforce Marketing Cloud and related technologies.

Key responsibilities:

- Translate Marketing Strategy & CXP&O inputs into marketing automation use cases (e.g. Single / cross / multi-channel journeys, personalization) to align the outputs with business goals
- Design cross-channel journeys using segmentation, triggers, personalization and the Journey Builder icons
- Collaborate with Analytics and Insights Lead on audience selection and behavioural triggers
- Working with brands to develop business rules behind use cases and translate into technical requirements
- Facilitates the handover and subsequent documentation of logic and requirements to the Platform Experts
- Communicates and provides guidance on Marketing Cloud capabilities
- Works with brands towards journey optimization for feasibility & best practices
- Share thought leadership on journey design and optimization

Essential requirements:

- 5–8+ years in marketing automation, experience design, or digital marketing
- Proficient in journey mapping, utilization of SFMC's Journey Builder
- Design and develop use cases for paid and earned channels
- Familiar with Salesforce Marketing Cloud and automation tools
- Strong understanding of data signals, segmentation, and personalization
- Experience writing briefs and functional documentation
- Knowledge of omnichannel and trigger-based engagement strategies
- Experience working with foreign markets, preferred US
- Advanced professional English proficiency
- 2 or more certifications in: Marketing Cloud Consultant, Marketing Cloud Email Specialist, Marketing Cloud Administrator, Data Cloud Consultant, Strategy Designer Certification.

Collaboration & Soft Skills:

- Strategic thinker balancing creativity with feasibility
- Clear communicator and detail-oriented planner
- Highly collaborative with cross-functional teams
- Passionate about customer experience and marketing innovation

Commitment to Inclusion

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Division

US

Business Unit

Innovative Medicines

Location

Mexico

Site
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Alternative Location 1
Dublin (NOCC), Ireland
Alternative Location 2
Hyderabad (Office), India
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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