

Ihor Strykov

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Summary

After over a 7 year of being a part of the amazing @**Sitecore** organization, I have decided to move on to the next chapter of my professional journey to have a fun of technical implementation of Sitecore based solutions.

I like helping Sitecore customers to get most of the investment in Sitecore and realize the full potential of the Sitecore digital marketing and Sitecore marketing automation.

My main specialization and preferred areas, to hold customers through Sitecore Digital Marketing journey:

- B2B/B2C Lead Nurturing
- Integration of your CRM with Sitecore XP to capture qualified leads and digital activity
- Gain efficiencies in cross-channel marketing
- Built a scalable marketing technology stack using top Sitecore technologies that enable to truly leverage data and insights to deliver a consistent and connected customer experience that supports company commercial priorities.
- Build Marketing Leads generation systems
- Email Digital Marketing
- Defines product non-functional requirements and creates high-level architectural specifications
- Built demonstration solutions, prototypes, and various modules using #Sitecore.

A little bit also :

Sitecore Certified Professional Developer.

Strong problem solving skills, goal oriented with the ability to work within and improve existing processes.

Handling issues related to Sitecore misconfiguration or bugs, providing custom code review and analysis.

Experience of the real-life usage of the Sitecore CMS and related technologies.

Experience in the communication with non-technical business users.

Linkedin contact

Specialties:

#Sitecore, #Sitecore_Architect, Sitecore Consultant, Sitecore Developer, Sitecore Marketing, #Sitecore_Email_Experience_Manager, Sitecore Email Marketing, #Sitecore_EXM, #MarketingAutomation, #EmailMarketing, #EmailAutomation, #Sitecore_WFFM, Sitecore A B Test, #Sitecore_AB_Testing, #MultichannelMarketing, #Sitecore_SocialMedia, #Sitecore_personalization, #B2BMarketing, Sitecore Analytics

Experience



Sitecore Solution Architect | Marketing Automation

Jan 2018 - Present

ORIFLAME SOFTWARE

My journey in Oriflame company as Sitecore Architect in marketing automation where I responsible for analyzing the incoming business requirements from the Sitecore perspective. Responsible for proper technical design, including different data structures and flows as well as integration with the other systems. Provides guidelines, develops operational and deployment models with selection and definition of monitoring tools and KPIs.

Responsibilities:

Defines product non-functional requirements and creates high-level architectural specifications, ensuring feasibility, functionality, and integration with existing systems

Provides advanced technical guidance

Performs code reviews to in-house and remote developers

Creates and maintains the knowledge base and follows documentation process rules, models the architecture across the full application development life-cycle

Projects:

Created high-level architecture to use the Sitecore Email Experience Manager in the Oriflame multi markets environment to create highly customizable email campaigns . Built solution which allow send out personalized email campaigns to segmented lists and use email campaigns in marketing automation to target customers at specific points and different stages of the customer journey.

Built solution which allow for Oriflame website responds to personalization rules in real-time by showing specific segmented content to Oriflame visitors.This solution allows create personalization rules that are based on many different criteria, including goals, campaigns, engagement value points and engagement plans.

Enabled possibility to create multi variant tests and analyzing data in Oriflame Sitecore solution to optimize the digital customer experience. This solution enables way for Oriflame marketers to quickly and powerfully understand their results make it easy to know when things aren't working well. It therefore allows marketers to try different things to determine what works best.

Sitecore .NET Solution Architect | Digital Marketing

Mar 2017 - Dec 2017

3Shape

It was amazing challenge to build the Digital Marketing foundation for organization with great people and professionals in innovation global market leader of dental. Together we took the next step in 3Shape Digital and Tech journey.

Responsibilities:

As Sitecore Solution Architect I built a scalable marketing technology stack using top Sitecore technologies that enable to truly leverage data and insights to deliver a consistent and connected customer experience that supports 3Shape commercial priorities.

Have worked with stakeholders and development teams to improve standards, tools, processes, documentation.

Built demonstration solutions, prototypes, and various modules using Sitecore.

Track best practices and emerging trends in Web Content and Experience Management

Reference architectures for working with Sitecore XP and related technologies

Projects:

Implementation marketing platform www.3shape.com

Implementation 3Shape Partner Portal <https://partner.3shape.com>

Created a roadmap and delivered Marketing Leads generation system, based on #Sitecore web forms for marketers (WFFM) with deep 3Shape CRM|Microsoft Dynamics CRM integration to capture qualified leads and digital activity

Made proposal and building an in-house single ticket system across 6 teams in Marketing. This system combines a new solution built on Sitecore XP with web forms for marketers and Jira cloud API.

Was involved in Digital Asset Management implementation that allow Manage digital files and customer experience from one place.

Technologies:

Sitecore XP 8+, C#, Sitecore MVC, Sitecore WFFM , Microsoft Dynamics CRM , Jira cloud API , Sitecore Marketing Automation , Sitecore Digital Asset Management systems (DigiZuite TM , Widen)



Sitecore Architect | Sitecore Evangelist | Sitecore Certified Developer

Dec 2016 - Mar 2017

Independent contractor

- Helping Sitecore customers to learn about creating A/B tests and analyzing data in Sitecore to optimize the digital customer experience.
- Technical implementation of Sitecore based solutions.
- Creating a marketing-oriented solution compatible with all xDB data-analysis features
- Handling issues related to Sitecore misconfiguration or bugs, providing custom code review and analysis.
- Performance optimizations and tweaking of customers Sitecore project implementation.

Technologies:

Sitecore XP, C#, Sitecore MVC, Sitecore Email Experience Manager | Sitecore EXM, Sitecore WFFM, Sitecore A/B Testing, Sitecore Personalization

Sitecore Senior Developer

Mar 2016 - Dec 2016



Esko

Technical implementation of new marketing platform www.esko.com - delivering business value to Esko's digital marketing department.

Projects:

Implementation marketing platform www.esko.com and store platform store.esko.com .

Responsibilities:

As a Sitecore Senior Developer, I was responsible for the technical implementation of features in the "www.esko.com " Marketing Applications.

Write code to implement features in accordance with the requirements set forth by Product Manager/Architects.

Diagnose and solve issues/bugs in Sitecore product and overall codebase.

Research into new tools, techniques, and best practices + facilitating knowledge sharing within the team.

Complex integrations with 3rd Part APIs and "Sitecore XP Active Directory" and " Sitecore IP Geolocation Service".

Set-Up Content Editor Security.

Collaboration with Sitecore support

One of main responsibility is :

Performance optimizations and tweaking of current customers Sitecore project implementation.

Technologies:

Sitecore XP 8+, C#, Sitecore MVC, Sitecore Query, Sitecore Fast Query, Asp.Net, SOLR Search, Lucene Search, Sitecore IP Geolocation Service, Sitecore Workflows, Sitecore XP Active Directory, JQuery, CSS



Senior Solution Engineer | Sitecore Developer | .NET Software Developer

May 2008 - Mar 2016

Sitecore

Main points of my position in Sitecore as a senior solution engineer are:

- Providing review and analysis of Sitecore-based solutions.
- Handling the most important, complicated and urgent issues related to Sitecore misconfiguration or bugs.
- Providing custom code review and analysis.
- Working with the product code.
- Troubleshooting complex issues.
- Developing patches and code examples.
- Developing and maintaining own modules & applications.

Education



Skills



Sitecore • Enterprise Software • Digital Marketing • Content Management Systems (CMS) • Email Marketing • Sitecore MVC • Sitecore Analytics • Sitecore Personalization • Sitecore Marketing Automation

Certifications

Sitecore® XP 8 Website Development for .NET Developers Certification • Sitecore