

Engineering

Intelligent CRM

Experiences

Data. Logic. Personalisation.
Engineered.

(Summary)

A passion for CRM.

Email marketing has captivated me for several years, fuelled by my own personal fascination with crafting email design templates. With over two decades of experience in Braze and email development, I've honed my skills to become a versatile CRM developer. Braze, in particular, has been instrumental in enhancing my expertise, especially in the realm of personalisation.

I'm deeply committed to every aspect of email marketing, from design and development to problem-solving. Alongside technical abilities, I firmly believe in the power of personalisation. By tailoring content to each recipient's interests, I'm dedicated to creating email campaigns that not only look appealing but also resonate deeply with the audience, ultimately driving engagement and results.

(Contact)

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(Experience)

10+

years in CRM automation and email development

(Stack)

Technical stack

EXPERTISE / SKILLS

01	HTML & CSS (Cross browser testing)
02	Responsive Email Design
03	Designing Emails
04	Liquid Script, Webhooks
05	Segmentation, Custom Attributes
06	REST API Calls (Connected Content)
07	JSON Events

SOFTWARE

01	Braze
02	Adobe Campaign
03	Dreamweaver
04	Figma
05	Litmus
06	Email on Acid

07	Taxi for Email
08	Jira
09	Confluence
10	Postman
11	Visual Studio

(Roadmap)

Career roadmap

Over the next 4 to 5 years, I aspire to become a dedicated CRM data engineer through self-directed learning. Below, I've listed the skills I'm actively pursuing to achieve this.

01	Braze Super User & Learn Liquid	Done
02	Leverage API Calls for CRM	Done
03	JSON Data Structures	Done
04	Learn Figma	Done
05	Junior Python Developer	In progress
06	Learn SQL	In progress

(Timeline)

Career *history*

06 roles / 2009 to Present

01

February 2022 – Present

Lyst

CRM Braze Engineer/Developer

As a CRM Technical Lead at Lyst, I drive the technical delivery and optimisation of Braze campaigns, working closely with CRM, Data Engineering and Design teams to build scalable, data-driven customer experiences across email, push and in-app messaging.

KEY WORK

- 01 Lead the design and optimisation of high-volume Braze campaigns, balancing personalisation, performance and scalability.
- 02 Build and maintain advanced Liquid and Connected Content integrations for millions of personalised communications.
- 03 Partner with CRM and Data Engineering to define data requirements and improve integration reliability.
- 04 Troubleshoot technical issues, improving API performance, error handling and campaign reliability.
- 05 Optimise Braze architecture through campaign separation, API efficiency and Connected Content improvements.
- 06 Develop monitoring and alerting to identify campaign failures and integration issues.
- 07 Provide technical guidance on Braze architecture, personalisation and engineering best practices.
- 08 Lead technical delivery of personalised CRM journeys, including Abandoned Search.
- 09 Drive the redesign of the Email Design System, introducing reusable templates and improving efficiency.
- 10 Implement Taxi for Email and standardise briefing processes and naming conventions.
- 11 Build Braze Canvas frameworks for structured A/B testing and campaign optimisation.
- 12 Simplify legacy email architecture to improve maintainability and scalability.
- 13 Collaborate with Design, CRM and Product teams to deliver in-app messaging for new feature launches.

02

August 2021 – February 2022

Dojo / Paymentsense

Braze Implementation Engineer

As a Braze Implementation Engineer within Dojo's Data Platform team, I helped shape the technical implementation of Braze and migration from Emarsys, translating business and marketing requirements into technical solutions. Working across Marketing, Data Engineering, IT and Mobile teams, I helped define integration requirements, campaign architecture and data structures to support scalable, personalised customer communications.

KEY WORK

- 01 Played a key role in implementing Braze and migrating CRM communications from Emarsys, helping establish the technical foundations for the new CRM platform.
- 02 Translated marketing requirements into technical specifications and data requirements.
- 03 Integrated Segment with Braze, configuring event mappings to selectively forward relevant customer events for targeting, segmentation and triggered campaigns.
- 04 Led technical collaboration between Marketing, Data Engineering and IT teams to define data requirements, validate integrations and support campaign delivery.
- 05 Collaborated with Braze CSM to implement newly released nested custom attributes, enabling multiple business branches to be stored under a single customer ID and supporting Dojo's complex business data structures for CRM personalisation.
- 06 Designed and implemented Braze integrations using REST APIs, webhooks, Liquid, Connected Content and JSON events to support personalised, event-driven campaigns.
- 07 Developed reusable, modular HTML email templates and advanced personalisation logic to improve campaign scalability and reduce development overhead.
- 08 Defined event specifications, subscription groups and customer data structures to support triggered campaigns and personalised customer journeys.

03

October 2020 – July 2021

TUI Holidays

Braze Software Engineer

As a Braze Software Engineer within the Marketing Tech team, I worked in an Agile environment and my main responsibility was to provide easy-to-use functionality to all the different markets within Braze using Webhooks, Liquid Script, API calls, and Events. I utilised Content Blocks within Braze to create complex elements, enabling marketers to build and execute campaigns effectively.

KEY WORK

- 01 Develop and maintain webhook logic to aid Marketing teams globally
- 02 Collaborate with stakeholders to create and build content blocks in Braze
- 03 Utilise internal & external APIs to create dynamic content blocks for campaigns
- 04 Conduct end-to-end testing to ensure adherence to campaign briefs
- 05 Utilise internal APIs to manage and update customer profile attributes in Braze
- 06 Create comprehensive guides and documentation for developed functionalities
- 07 Provide support to HTML Developers with dynamic personalisation logic for marketing emails

04

January 2019 – May 2020

Trainline

Senior CRM Braze Specialist

My main responsibility at Trainline was to use Braze and create complex campaigns for a truly seamless multi channel experience making use of liquid script, webhooks, events, and external API's. As well as working cross-team to create and deliver engaging campaigns.

KEY WORK

- 01 Create dynamic blocks for customers based on their Braze Attributes
- 02 Setting up targeting on campaigns – using webhooks and/or Events
- 03 Coded and Implemented TaxiForEmail Template
- 04 Setting up & creating In-app messages, Push messaging and Modals
- 05 Create and update HTML emails, often using existing templates
- 06 Responding to design briefs & liaising with stakeholders to create and execute CRM campaigns (Weekly and Triggers)
- 07 Implement complex content, subject line and segmentation testing
- 08 Provide technical support for email rendering issues

05

May 2016 – Jan 2019

Trainline

CRM HTML Developer

My main responsibility at Trainline was managing email campaign production, including dynamic content, for the CRM programmes we managed for Trainline.

KEY WORK

- 01 Build landing pages / web forms using simple javascript and CSS
- 02 Convert PSD designs into visually compelling, cross-compatible emails. Update HTML emails, rendering testing across major clients and browsers
- 03 Establish best practices for exceptional email deliverability
- 04 Implement complex content, subject line and segmentation testing
- 05 Monitor email activity to proactively identify problems, and measure spam complaints, bounces, spam traps, blacklisting and spam/junk filtering

06

November 2009 – May 2016

dbg.co.uk (now Merkle)

Senior Email Marketing Consultant

At dbg, my primary role involved supporting clients in executing their email marketing communications. This included setting up campaigns across various tools, ensuring compliance with best practices, and providing feedback for improvement on creative designs. Testing across multiple email clients and browsers was integral to identifying and rectifying any rendering issues.

My role also entailed a wide array of responsibilities, including campaign setup, creative design and coding, and testing for rendering and deliverability across various email clients and browsers. I also offered guidance on best practices and industry trends, while actively managing email delivery and client relationships.

(Hobbies)

Hobbies

Apart from chauffeuring my two kids around, you'll often find me scaling walls at my local climbing center. I also have a passion for photography and dedicate any free time to editing photos. I enjoy taking my dog for walks. Over the last few years, I've been deeply interested in advancing my skills and continuously striving to learn more, all with the aim of furthering my growth as a CRM developer.

(Education)

INSTITUTION

University of Hertfordshire

HND Computing (Multimedia) Completed

Results: 1 Pass, 2 Merits, and 1 Distinction

(References)

Available on request

References available on request.