



# PEYTON GRIFFIN

## BRAZE CONSULTANT

Email Marketing Specialist and Braze Consultant with a background in technical support, lifecycle strategy, and web development. Formerly at Braze (2020–2024), where I progressed through multiple support roles culminating in a leadership position supporting top global brands. Currently operate as a consultant, embedding within client teams to help build, optimize, and QA multi-channel marketing flows. Skilled in responsive HTML email development, campaign logic, and cross-functional collaboration.

📞 224-828-1493

✉️ peyton@vxconsulting.co

🌐 vxconsulting.co

📍 7 Monarch Dr, Streamwood IL

## EDUCATION

### Illinois State University

Bachelor of Science – Cybersecurity  
2016–2020

## SKILLS

- Braze Platform Expertise (Canvases, Campaigns, Liquid, Segmentation)
- Email Development (HTML/CSS, Figma-to-Code, InboxMonster, Litmus)
- Lifecycle Strategy & Execution
- Web & Mobile SDK
- Troubleshooting – API
- Integration Debugging – SQL & Data Ingestion
- Client Communication & Project Management
- QA, Testing, and Platform Optimization

## WORK EXPERIENCE

### Braze Consultant

2024 – Present

#### Self-Employed

- Serve as an embedded resource within client teams to support Braze strategy, technical execution, and lifecycle optimization
- Partner with Braze customers to build and launch multi-channel marketing flows, including Canvas and Campaign setup
- Provide ongoing recommendations to improve messaging logic, segmentation, and data-driven personalization
- Translate Figma designs into fully responsive custom HTML emails compatible with major email clients
- Conduct QA across devices using tools like InboxMonster and Litmus
- Clients include high-growth and enterprise brands such as GoFundMe, HIMS, and others

### Team Lead, Support Engagement Lead

Feb 24 – Oct 24

#### Braze

- Managed a team providing white-glove technical support for Braze's largest global accounts, including McDonald's (Global), Walmart, DoorDash, DraftKings, FanDuel, Dutch Bros and more
- Drove internal team coordination and external communication to uphold SLAs and customer satisfaction
- Escalated platform feedback to product teams and streamlined internal documentation for enterprise use cases

### Support Engagement Lead

2022 – 2024

#### Braze

- Acted as a dedicated technical contact for high-value enterprise customers
- Handled complex escalations related to platform integrations, data ingestion, campaign logic, and cross-channel messaging
- Collaborated with Engineering and Customer Success to proactively prevent issues and improve customer experience