

Seth Griffin

 (385) 355-1244

 sethgriffin@gmail.com

 sethgriffin.com

 Logan, UT

RELEVANT WORK EXPERIENCE

Logitech

Sr. Email Marketing Manager - Streamlabs

Jan 2024 - Present

San Jose, CA (Remote)

- As part of Logitech, Streamlabs is an industry leader in live streaming software for web, desktop, and mobile.
- Implemented new automated customer journeys to increase platform engagement and user retention.
- Managed all B2C email marketing builds and launches, increasing email utilization 116% YoY while also increasing engagement rates.

Rallyware

Product Marketing Manager

May 2021 - Oct 2023

Mountain View, CA (Remote)

- Developed data-driven B2B email marketing initiatives, push notifications, and in-app messaging campaigns.
- Produced an external product roadmap using Webflow and Productboard to highlight new features and gather customer feedback to help inform product development and GTM strategy.
- Accelerated lead acquisition by 12% and streamlined the sales process by building an interactive product demo.

Hawaii Pacific Health

Email Marketing Manager

May 2019 - May 2021

Honolulu, HI

- Implemented HIPAA compliant email marketing strategies to educate current patients of healthcare services and acquire new patients, conducted market research, and identified buyer personas to improve messaging.
- Instituted trackable phone numbers with automatic keyword recognition using CallTrackingMetrics to effectively attribute offline sales to email campaigns and other marketing channels.

Banyan

Marketing Automation Manager

May 2018 - May 2019

Orem, UT

- Created hyper-relevant B2B lifecycle marketing sequences using Salesforce and HubSpot to automate lead generation, sales, and marketing efforts for our HIPAA compliant social media mobile app.

TravelPass Group

Email Marketing Manager

Feb 2016 - May 2018

Lehi, UT

- Established highly profitable B2C e-commerce marketing and automation programs for two major online travel agency brands, increasing repeat booking rates and reducing cart abandonment by 10%.

EDUCATION

Utah Valley University

BS Marketing

Jan 2015 - Dec 2018

Orem, UT

- Participated in the UVU Entrepreneurship Institute and VentureCon, 2016-2018.

CERTIFICATIONS, SKILLS & INTERESTS

Certifications: HubSpot Email Marketing, Iterable Foundations, Klaviyo Product Certification

Skills: Customer.io, Intercom, Salesforce, HubSpot, Twilio/Sendgrid, Bubble.io, Webflow, Zapier, REST APIs, HTML, CSS, JSON, Adobe Photoshop, Figma, Jira, Asana, Tableau, Metabase, Excel, Google Analytics, Google Ads, Meta Ads, DMARC, SPF, DKIM, CAN-SPAM, GDPR

Interests: Music production, No-code development, AI technology, South Africa Rugby