

# JOSH GIAMBOI

## LIFECYCLE & MARKETING AUTOMATION



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New York, NY  
Open to relocation

I'm a marketer with over 6 years of experience in technical and strategic roles across B2C and B2B products. I build personalized, end-to-end lifecycle journeys for customers, as well as tools, automations and processes enabling marketing teams to work smarter and faster.

## WORK EXPERIENCE

### Associate Manager, Lifecycle Marketing Peloton

July 2025 - Current  
New York, NY, United States

Lifecycle marketing campaign management for Peloton Apparel.

- Building and deploying segmented email and SMS campaigns to drive revenue and site traffic.
- Conducting multivariate experiments for campaign optimization.
- Weekly reporting and presenting of actionable insights to wider team, including VP and Directors.
- Creating time efficiencies in marketing operations via automations and ongoing process improvement.

### Lifecycle Campaign Manager TIDAL

Feb 2024 - May 2025  
New York, NY, United States

Lifecycle marketing, strategy, automation and operations for global music streaming app.

- Building email, push and in-app campaigns for acquisition, engagement and retention, including a global end of year 'wrapped' campaign to all users, personalized via API.
- Designing and executing end-to-end lifecycle strategy for DJ add-on, including an onboarding series for trial-to-paid user conversion and automated winbacks and upsells for acquisition.
- Building marketing ops interface and optimizing MarTech, automating time consuming processes spanning brief intake, email development, personalization, localization, segmentation and deployment.

### Channel Marketing Specialist Square

June 2022 - Feb 2024  
Melbourne, VIC, Australia

Responsible for hundreds of personalized, localized, owned-channel marketing campaigns for various Square products, working closely with Product, Design, Legal and other stakeholders.

- Executed email and in-app campaigns for GTM, multi-product cross-sells and engagement, including an onboarding journey for Restaurants users to improve bottom-of-funnel conversion.
- Built platform solutions for personalization, dynamic content, email templates and campaigns creating time and cost efficiencies, and improving the user experience.
- Audience segmentation using SQL, data manipulation and marketing analytics for CRO.

**Global CRM Marketing Specialist**  
**Afterpay**

**Jan 2020 - June 2022**  
**Melbourne, VIC, Australia**

Led the building and deployment of Afterpay's B2B email and SMS communications globally.

- Built end-to-end lifecycle campaigns for product GTM, acquisition, engagement, retention and transactional messaging, influencing key metrics (MQLs, SQLs, Closed Won accounts).
- Built automated reporting for stakeholder visibility and frequent optimization.
- Co-managed MarTech stack, including a marketing automation software migration, involving updates to data schema, templates and dozens of existing campaigns.
- Developed email templates and marketing ops solutions for campaign intake and management via Jira.

**Marketing and Communications Officer**  
**McMillan Shakespeare (Plan Partners)**

**Feb 2019 - Jan 2020**  
**Melbourne, VIC, Australia**

Generalist marketing and communications role for social enterprise, Plan Partners.

- Ran paid advertising (Google, Meta), social media and CRM campaigns with set budgets.
- Managed website, SEO and content marketing for lead acquisition ranging from blog articles to ebooks.
- Built and maintained company intranet, supporting internal communications for a nation-wide team.

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## **SKILLS**

- Omnichannel lifecycle marketing and strategy (email, push, in-app messaging, SMS, webhooks)
- Power-user in CRM and marketing automation softwares: Marketo, Braze, Iterable, Salesforce
- AI tools and prompt engineering
- Email design, personalization, copywriting and development using HTML/CSS, Liquid, Handlebars
- Audience segmentation using data attributes, events and SQL
- Power-user in project management softwares: Jira, Confluence, Airtable, Asana
- Marketing operations, MarTech management, internal tooling and technical documentation
- Marketing analytics and conversion rate optimization

## **EDUCATION**

**University of Western Australia**

Bachelor of Commerce with a double major in (1) Marketing, (2) Communications and Media

- Member of Golden Key Honour Society

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## **REFERENCES**

**Elaine Yoo**

Lifecycle Lead at TIDAL + Square  
San Francisco, CA, United States

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