

JOSH GIAMBOI

LIFECYCLE & MARKETING AUTOMATION



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josh@giamboi.xyz



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

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.

July 2025 - Current

New York, NY, United States

Lifecycle Campaign Manager

TIDAL

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.

Feb 2024 - May 2025

New York, NY, United States

Channel Marketing Specialist

Square

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.

June 2022 - Feb 2024

Melbourne, VIC, Australia

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.

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

REFERENCES

Elaine Yoo

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