

Griffin Killion

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Core Competencies

- Proficient in HTML/CSS email development, responsive design, QA testing and tools like Canva, Photoshop and Figma
- Expertise in crafting data-driven email campaigns, including lifecycle marketing, triggered messaging and audience segmentation to drive revenue performance
- Prior experience with Braze, HubSpot and Mailchimp
- Skilled in A/B testing and optimization to improve engagement and drive measurable results
- Strong cross functional collaboration with product, marketing, activation and business teams to achieve strategic goals
- Experienced in analyzing performance metrics and delivering insights to optimize campaigns for growth
- Remote-ready with proven ability to manage workloads and deadlines effectively in fast-paced, hyper-growth environments
- Deep knowledge of sports

Professional Experience

Morning News Editor *KMOX NewsRadio/Audacy* | St. Louis, MO | *July 2024 - Present*

- Create and optimize engaging, audience-targeted content across multiple platforms, ensuring clarity, accuracy and alignment with real-time audience needs.
- Collaborate cross-functionally with newsroom, digital, and production teams to coordinate breaking news coverage and implement effective content strategies under tight deadlines.
- Analyze performance metrics to adjust content strategies, delivering data-driven insights to improve engagement and drive platform growth.

Square Business Development Representative | St. Louis, MO | *December 2023 – July 2024*

- Crafted and optimized custom, data-driven email campaigns at scale using triggered messaging, sequencing and audience segmentation, increasing open rates by 15% and conversions by 12%.
- Collaborated with Sales, Marketing and product teams to align email outreach with broader strategies, effectively communicating Square's ecosystem value to prospective merchants, contributing to a 10% increase in qualified leads.
- Executed A/B tests on subject lines, CTAs, and send times, leveraging insights to refine email performance
- Average quota attainment of 126% and consistently ranked as top-3 BDR globally.

Invisibly Special Projects, Content Editor & Business Development Lead | St. Louis, MO | *June 2022 - June 2023*

- Developed and coded responsive HTML emails optimized for engagement and rendering across devices, contributing to a 20% increase in campaign click-through rates.
- Executed A/B testing on subject lines, CTAs, and email layouts, improving open rates by 15% and driving audience-specific engagement.
- Leveraged audience segmentation and behavioral data from Invisibly's digital wallet to create dynamic, triggered email campaigns, increasing conversions by 20%.
- Collaborated with product, design and business development teams to align email strategies with Invisibly's mission, ensuring messaging consistency and driving user engagement.
- Monitored email performance metrics using HubSpot and Google Analytics, providing actionable insights to stakeholders and optimizing future campaigns for revenue growth and audience retention.

Education

Bachelor of Arts in Media & Communication *Miami University* – Oxford, OH

Emphasis: Digital Media & Marketing