# Phong Truong

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## Solutions Architect | MarTech Specialist | CRM Integration | Software Engineer

Strategic and technical Solutions Architect with deep expertise in designing scalable enterprise ecosystems and complex data integrations. Proven track record of bridging the gap between business objectives and technical execution, leveraging API-first strategies and CRM architectures to drive revenue growth. Expert in technical scoping, cross-functional stakeholder management, and translating complex requirements into seamless, high-performance solutions. Passionate about solving for the customer and delivering measurable business impact through optimized platform architecture.

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## Areas of Expertise

Enterprise Solution Architecture | CRM Ecosystem Strategy | API & Data Integration | Technical Scoping & Requirements Gathering | Stakeholder Management | Marketing Automation | Cross-functional Collaboration

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## Professional Experience

**Allergan Aesthetics, an AbbVie Company**, Irvine, CA                    **Sept 2023 – Sept 2025**
**Solutions Architect**
Orchestrated end-to-end solution architecture for global CRM and loyalty initiatives, translating complex business requirements into scalable technical designs within a multi-platform ecosystem.

- Designed and implemented automated workflow strategies that optimized operational efficiency, reducing manual CRM overhead by 20% and freeing resources for high-value strategic initiatives.
- Served as the primary Technical SME (Subject Matter Expert) for the marketing automation stack (Braze), advising stakeholders on platform capabilities, data governance, and best practices for cross-channel scalability.
- Architected the data integration strategy for a high-value multi-channel loyalty program, achieving a 30%+ increase in engagement by unifying customer data across Email, Push, and SMS.
- Spearheaded the technical launch of new digital channels (Push Notifications), collaborating with engineering teams to ensure seamless data flow and significant offer redemption.

**November Charles Consulting, LLC**, Costa Mesa, CA                    **Nov 2019 – Sept 2023**
**Software Engineer**
Led technical scoping and delivery for enterprise clients, acting as a strategic consultant to bridge the gap between frontend development, email architecture, and CRM platform integration.

- Engineered custom technical solutions to resolve critical platform limitations, leveraging API integrations and frontend frameworks (Vue.js) to extend native CRM capabilities and meet bespoke client needs.
- Managed high-volume enterprise campaigns (25M+ sends), diagnosing and resolving complex deliverability issues to ensure 98% inbox placement and system reliability.
- Standardized development workflows by engineering highly responsive, fluid email templates for SFMC and Braze, significantly reducing production time and technical debt.
- Enhanced user experience architecture for a custom-built NPS survey using Salesforce Microsites, implementing dynamic visual improvements to drive higher completion rates.

## Technical Skills

**MarTech Platforms:** Hubspot | Braze | Salesforce Marketing Cloud (SFMC) | Segment | SendGrid | Twilio | Branch.io | Bitly | Snowflake
**Programming & Frameworks**: JavaScript | SQL | Node.js | React.js | Vue.js | HTML | CSS | jQuery | Liquid | PHP | Handlebars | TypeScript
**Systems Integration**: REST APIs | Webhooks
**Design & Documentation:** Figma | Miro | Loom | Confluence | Jira

## Education

**Bachelor of Arts (BA) in Psychology**

California State University, Fullerton, Fullerton, CA

## Certifications and Professional Development

- Braze Certified Digital Strategist
- Braze Certified Marketer
- Generative AI for Marketing with Microsoft 365 Copilot Professional Certificate
- HubSpot Email Marketing Certification
- Litmus Developer Certificate
- Multiple AbbVie Excellence Awards for outstanding performance and project impact