

Seth Griffin

 (385) 355-1244

 sethgriffin@gmail.com

 sethgriffin.com

 Logan, UT

PROFESSIONAL EXPERIENCE

Logitech

Sr. Email Marketing Manager - Streamlabs

Jan 2024 - Present

San Jose, CA (Remote)

- Led B2C email marketing and lifecycle automation strategy for Streamlabs, developing customer journeys that drive activation, engagement, and retention.
- Redesigned customer onboarding flows, increasing email open rates by 144% and first-stream rates by 33%.
- Drove 116% YoY growth in email utilization through expanded automation and targeted campaigns.
- Managed large-scale audiences, using behavioral data and customer segmentation to optimize targeting and campaign relevance.

Myagi by Rallyware

Product Marketing Manager

May 2021 - Oct 2023

Mountain View, CA (Remote)

- Created multichannel B2B engagement campaigns across email, push notifications, and in-app messaging.
- Built a customer-facing product roadmap to communicate new features, collect feedback, and inform product development and GTM strategy.
- Developed an interactive product demo to support sales enablement, improving lead acquisition by 12%.

Hawaii Pacific Health

Email Marketing Manager

May 2019 - May 2021

Honolulu, HI

- Led HIPAA-compliant email marketing programs, presented market share research, and implemented call tracking to improve attribution of marketing-driven patient acquisition.

Banyan

Marketing Automation Manager

May 2018 - May 2019

Orem, UT

- Developed automated B2B lifecycle campaigns 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 profitable B2C e-commerce marketing automation programs for two major online travel agency brands, increasing repeat booking rates and reducing cart abandonment.

EDUCATION

Utah Valley University

B.S. Marketing, Minor in Business Management

Jan 2015 - Dec 2018

Orem, UT

CERTIFICATIONS, SKILLS & INTERESTS

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

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

Interests: Music production, AI product development, South Africa Rugby