

Henry Wiygul

Lifecycle & CRM Marketing | Journey Design & Personalization

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SUMMARY

Lifecycle and CRM marketer with 8 years in email and marketing automation. Builds and fixes the journeys, segmentation, and personalization behind retention programs for DTC, health, and fintech brands, across email, SMS, and direct mail.

EXPERIENCE

Independent Lifecycle & Email Consultant | Oct 2025 - Present

- **Better Mortgage (Iterable + JustAI):** Built a refinance journey that routes each lead to 1 of 4 persona versions, with a 20% control group on default copy. Projected +260% rate locks and +41% applications received vs. control.
- **Health insurer (Iterable + Salesforce):** Found new members missing from onboarding journeys and traced it to a broken date filter and an unbackfilled Salesforce field. Fixed both, backfilled the missed members, and added direct mail for non-openers.
- **Prose (Iterable):** Rebuilt the haircare and skincare welcome journeys across email and SMS, personalized to each customer's formula and goals. Unsubscribes fell 58% and 76% vs. the old journeys.
- **Medical apparel brand (Klaviyo + Shopify):** Rebuilt the abandon cart flow with SMS split tests, and diagnosed the timing issue sending abandon cart emails to customers who had already ordered.
- **Email design systems:** Nanit (Cordial), self-serve for a non-technical marketing team, and Acely (Customer.io), which beat the legacy templates on click-to-open in 6 of 9 flows.

Tandem Theory, Dallas | May 2021 - Present

Director of Email Development (May 2023 - Present) | Senior Email Developer (Feb 2022 - May 2023) |

Email Developer (May 2021 - Feb 2022)

- **Purina (SFMC):** Started as the account's only developer; it grew from 4 brands to 30+ (50+ sub-accounts) over the next 18 months. Launched Petivity's email program (templates, welcome journey, transactional) in 6 weeks for a fixed product launch.
- **Daikin (SFMC):** Audited a multi-business-unit setup (only 12 of 49 emails actively sending); the audit led directly to a new statement of work.
- **Credit Associates (SFMC):** Built a churn journey that used CloudPage click data to personalize each follow-up. Deployed across 3 brands and still in use.
- Led the email development team as it scaled to 5 developers, setting code standards, QA process, and documentation.

Campaign Specialist, Emarsys (SAP) | Jun 2020 - May 2021

- Implemented Emarsys for multiple clients and ran lifecycle campaign operations for others.

Email Developer, Pierry (a Wunderman Thompson company) | Dec 2018 - Apr 2020

- Built and tested Salesforce Marketing Cloud email templates for clients across multiple verticals.

SKILLS

- **Lifecycle:** journey design, segmentation, personalization, A/B and holdout testing, lifecycle audits, triggered and transactional messaging
- **Channels:** email, SMS, direct mail
- **Platforms:** Iterable, Salesforce Marketing Cloud, Klaviyo, Customer.io, Cordial, Emarsys, Braze (Certified Practitioner)
- **Code:** HTML/CSS for email, AMPscript, Handlebars, Liquid

EDUCATION

MBA, Marketing, Louisiana Tech University (2019) | B.S., Marketing, Louisiana Tech University (2018)