

EXPERIENCE

Email Engineer, Miro · London

March 2026 – Present

- Owned Miro’s transactional email library, consisting of API-triggered Braze templates that sent tens of millions of emails globally each month.
- Built emails that translated Miro product activity into dynamic, event-triggered communications, bringing in-product experiences directly into the inbox.
- Coded complex Braze/Liquid templates against deeply nested JSON payloads, using multi-level array iteration, conditional rendering and dynamic localisation across 7 languages.
- Led the creation of a bespoke weekly lifecycle email for organisation admins. Approximately 2,000 admins per week were notified about pending licence requests. I defined the purpose of the communication within the licence management journey, wrote copy, designed and coded the email.
- Led the localisation migration of 61 transactional emails, moving templates from inline Liquid localisation to ID-tagged English master templates while updating their designs and coordinating rollout with 7 language managers.
- Led the revamp of Miro’s subscription cancellation email, improving the customer experience through clearer copy, subscription details and updated design, and developed a win-back email concept to encourage customers to reactivate their subscription.
- Contributed to the copy and creative development of email campaigns, writing customer-facing messaging and designing production-ready emails in Figma using Miro’s component library, then translating designs into responsive HTML/CSS across Gmail, Outlook and mobile.
- Built AI-assisted workflows and internal tooling using Claude Code and Braze MCP.

Email Code and Design Specialist, Zeta Global · London

August 2025 – March 2026

- Maintained and updated dynamic content blocks within Engage Plus, ensuring accurate rendering across all major email clients and devices, including Gmail and Outlook.
- Designed visual assets and email layouts in Figma, turning briefs into engaging email campaigns that adhered to brand guidelines.
- Spearheaded the redesign of a client email design system in Figma, taking initiative to produce research documentation and a presentation that clearly communicated improvements to both the internal team and the client.

Email Developer and Designer, Jarrang · London

December 2024 – April 2025

- Used AMPscript and dynamic data extensions to deliver personalised content at scale, leveraging audience segmentation and multilingual translations to improve relevance and engagement.
- Applied Nunjucks templating to create reusable email structures, reducing build time and accelerating campaign delivery across multiple clients.
- Led the redesign of a legacy client email template, enhancing accessibility and boosting overall engagement.

Email Developer, ActionRocket · London

July 2022 – July 2024

- Developed and maintained scalable modular email design systems for enterprise clients, implementing dynamic template customisation using Liquid.
- Developed responsive HTML/CSS email templates from scratch, ensuring consistent rendering across different email clients and devices via Litmus and Email on Acid.
- Created interactive modules (carousels, hotspots, tap-to-reveal) to improve engagement metrics such as click-through rates.
- Created a hero GIF for the weekly company newsletter issue which was featured on [Really Good Emails](#) and increased the company’s industry recognition.
- Managed the weekly company newsletter end-to-end, including copy, build, QA, deployment, and performance tracking in Campaign Monitor.
- Spoke at [Parcel Unpacked](#), sharing insights from my experience as an email developer.

SKILLS

Code & Design	HTML, CSS, JavaScript, Liquid, JSON, GitHub, Postman, Taxi for Email, Figma, Adobe Creative Cloud
AI & Automation	Claude Code, Braze MCP, Figma MCP, Miro MCP

EDUCATION

Le Wagon	Full-Stack Web Development Course
Code First Girls	Introduction to Python 2022. EXL Python & Apps Winner – Best Final Project
University of East London	BA Film Studies – 2:1