

Phong Truong

Orange County, CA | 714-722-2141 | ptruong6@outlook.com | [linkedin.com/in/ptruong6](https://www.linkedin.com/in/ptruong6)

Solutions Architect | MarTech Specialist | CRM Integration | Software Engineer

A MarTech Solutions Architect who translates high-level strategy into flawless technical execution. I bridge the gap between business goals and development by combining deep expertise in CRM engineering (Braze, SFMC, HubSpot) with custom frontend development. By guiding cross-functional teams, I architect precise, scalable solutions that deliver measurable results and exceptional customer experiences.

Areas of Expertise

Strategic CRM Program Development | Data-Driven Insights & Segmentation | Cross-Functional Collaboration | Team Leadership & Mentoring | Customer-Centric Approach

Professional Experience

Allergan Aesthetics, an AbbVie Company, Irvine, CA

Sept 2023 – July 2025

Solutions Architect

Led end-to-end architectural design and technical execution of MarTech initiatives supporting CRM, personalization, and loyalty strategies for a global aesthetics brand.

- Drove the strategy and implementation of complex, automated lifecycle campaigns, architecting efficient workflows that reduced manual CRM workload by 20% and enabled the team to focus on high-value initiatives.
- Spearheaded the launch of a new digital channel, push notifications, collaborating with the mobile team to drive significant offer redemption and customer engagement.
- Architected and governed the customer data pipelines between Snowflake, Segment, and Braze, enabling the delivery of personalized marketing campaigns to over 8 million users.
- Led the end-to-end orchestration of complex customer journeys, from initial concept and segmentation to deployment and performance analysis, resulting in a 30%+ increase in loyalty program redemption.
- Acted as the primary Subject Matter Expert (SME) for CRM, collaborating with cross-functional teams to translate business objectives into scalable technical solutions.

November Charles Consulting, LLC, Costa Mesa, CA

Nov 2019 – Sept 2023

Software Engineer

Delivered CRM-focused technical solutions for enterprise clients, focusing on front-end development, email architecture, and platform integration.

- Enhanced a critical Net Promoter Score (NPS) survey by developing a custom frontend solution with Vue.js, hosted on Salesforce Microsites.
- Engineered and standardized highly responsive, fluid email templates for SFMC and Braze using Litmus and Figma, significantly streamlining email development workflows.
- Successfully managed and executed over 25 million email sends for large-scale campaigns, consistently maintaining a 98% deliverability rate.
- Designed and delivered custom, scalable solutions to overcome platform limitations within Braze and SFMC.

Technical Skills

MarTech Platforms: 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

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.