



Steven Seybold

Senior Email Infrastructure Engineer • MarTech Platforms

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About Me

Email infrastructure engineer with 10+ years of ESP platform expertise spanning templates, data pipelines, personalization, and high-volume campaigns. Dual fluency in AMPScript (SFMC) and Liquid (Braze), leading an SFMC → Braze platform migration. Proven at government and commercial scale: 42M+ user campaigns and 26.5M sends in 13 hours — zero production failures, leveraging AI-assisted automation to improve efficiency and reliability.

Core Skills

Platforms & Languages: Salesforce Marketing Cloud, Braze, Responsys, Blueshift, AMPScript, Liquid, RPL, MJML
Email Engineering & Delivery: IP Warming, Deliverability, Cross-Client Rendering, Debugging, HTML/CSS for Email
Data & Personalization: Data Pipelines, Dynamic Personalization, A/B Testing, Journey Building
Technical & Integrations: API Integrations, Email Reporting & Tracking, AI-Assisted Development & Automation

Experience

ID.me - Senior Software Engineer, Email Infrastructure Lead

2024 - Present

- **SFMC → Braze Migration:** Leading strategic platform migration, rearchitecting templates from AMPScript to Liquid while maintaining uninterrupted campaign operations and supporting IP warming strategy
- **SSA Digital Adoption Campaign:** Delivered campaigns to 42M+ users with complex age-based segmentation and A/B testing; executed precision throttling at 2.5M sends/hour to protect infrastructure with zero downtime
- **Black Friday Campaigns:** Executed 26.5M sends across highly segmented audiences (Military, Medical, Student, etc.) within a 13-hour window — business-critical delivery with flawless execution
- **Email Infrastructure Architect:** Primary escalation point for data pipeline failures, asset issues, UTM tracking bugs, and rendering problems; applying AI-assisted tooling to streamline debugging and validation, reducing issue resolution time by ~50% and improving overall campaign reliability
- **Quality Assurance:** Established a standardized QA process adopted across all campaigns

Yohana (Panasonic) - Email Engineering Lead

2022 - 2023

- Built email infrastructure from the ground up, including design system, deployment pipeline, ESP API integrations, and internal tooling
- Reduced campaign deployment timelines from 4+ weeks to days (often minutes)
- Developed JavaScript-based tooling to enable marketing self-service for routine sends

Stitch Fix - Manager, Web Development II (Email Platforms)

2014 - 2022

- Built and led an email development team over 8 years, supporting 20+ weekly campaigns reaching 30M+ recipients
- Managed a team of 6 developers; defined technical standards, KPIs, and scalable workflows
- Partnered with Engineering, Algorithm, and CRM teams to deliver highly personalized messaging and expand automation capabilities

Foundation in Creative Direction

Earlier experience includes creative direction for major brands and platforms including American Idol, FOX, Evite, Ticketmaster, and SWIRE. Additional details and education available at <https://seyboldinteractive.com/experience> [↗](#)