

● Open to senior lifecycle & martech roles

● Sydney · hybrid or remote

Rafael Washington.

Martech & Lifecycle leader translating complex platforms into customer experiences that move the commercial dial — at the seam of marketing, product, and data.

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in in/rafaelwashington

📍 Sydney, AU

Get in touch



AI / IN PRODUCTION **Changing the game with AI — shipped, measured, awarded.**

Santa AI

Award-winning AI gifting experience — AMI Excellence Award winner, Best Use of Marketing AI (Martech APAC).

AI Agentic Martech Operators

Design-to-deployment campaign automation, Figma to Braze — a week of production work compressed to 4 hours, 90% automated. Pipeline on page 4 →

Agentic analytics & MCP stack

Segment CDP, Redshift, Braze and MCPs powering identity-resolved profiles and real-time lifecycle analytics.

01 /
ABOUT

Make complex tech feel inevitable.

Most Martech stacks are expensive shelfware. I make them earn their keep. At Prezsee I own the Martech and personalisation roadmap — the plumbing *and* the magic behind Santa AI and agentic campaign automation. Shipped, measured, awarded.

Before that: years at Oracle Marketing Cloud making enterprise marketing actually work for Australia's biggest retailers — Coles Online, Kmart, Coles Liquor. Behavioural triggers, predictive scoring, data layers that talk to each other. Unglamorous work — and the work that decides whether anything else works.

Because nobody cares about your stack. They care whether onboarding converts, retention holds, and LTV grows. That's where I live: the seam between product, marketing, and data — with AI doing the heavy lifting.

◆ At a glance

BASED	Sydney, Australia
FOCUS	Customer lifecycle, Martech, AI personalisation
AWARDS	3× awards for AI marketing solutions, 2025
STATUS	● Open to senior roles

02 / CAREER

Almost two decades in Martech.

From training the next generation of marketers to shipping global AI programs from Sydney.

2024	Prezsee Lifecycle & Martech, Solution Specialist	Sydney, AU
2023	SafetyCulture Marketing Technology Manager	Sydney, AU
2019	Oracle Marketing Cloud Technical Solution Lead & PM	Melbourne, AU
2017	Linx Institute Marketing Manager	Sydney, AU
2014	Oracle Marketing Cloud Project Manager	Sydney, AU

Previous years on LinkedIn →

+ Marketing Automation

+ AI Personalisation

+ CDP Architecture

+ Agentic Analytics

+ Lifecycle Marketing

+ Data Engineering

+ Retention Programs

+ SQL

+ API Integration

Where I add leverage.

Eight disciplines I weave together — from program strategy to data plumbing.



Customer Lifecycle

Multi-channel onboarding, adoption, retention programs.



Marketing Technology

Architecture, integrations, governance across the stack.



AI Personalisation

Agents and journeys that adapt in real time.



Data Visualisation

Dashboards that turn lifecycle signals into action.



Project Management

Agile programs, vendor partners, executive alignment.



API & Data Integration

Plumbing CDPs, warehouses, and engagement tools.



Privacy & Compliance

Consent, identity, and regional data frameworks.



Enterprise Enablement

Frameworks, KPIs, training that lift teams.

The stack I've shipped on.

Production-grade fluency across engagement, data, and analytics tooling.

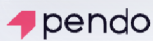
CUSTOMER ENGAGEMENT



CUSTOMER DATA



ANALYTICS & BI



ENTERPRISE ARTIFICIAL INTELLIGENCE



Foundations that compound.

From advertising fundamentals in Rio to commercial fluency in Sydney.

Bachelor in Communications — Major in Advertising

SCHOOL Pontifical Catholic University

BASED Rio de Janeiro, Brazil

Diploma of Business & Certificate IV in Marketing

SCHOOL Australian Pacific College

BASED Sydney, Australia

LANGUAGES



English
Fluent



Portuguese
Native



Spanish
Elementary

RECENT CERTIFICATES — BRAZE

Technical Architect

Developer

Digital Strategist

**Lifecycle & Marketing Technology at Prezzee**

PRESENT

Pioneering digital gift card platform transforming how people give and receive gifts.

2024 – Present · Sydney, AU

AI-Powered Personalisation	Led the award-winning Santa AI campaign (2024) and scaled AI-driven personalisation to accelerate feature adoption.
Agentic Automation	Built AI Agentic Martech Operators automating campaign production from Figma design to Braze deployment — 90% of execution automated, one week of work down to 4 hours.
Lifecycle Strategy & Execution	Designed and launched multichannel onboarding and adoption campaigns (email, IAM, push) that lifted mobile activation by 23% and improved retention by 17% YoY.
Lifecycle Infrastructure	Integrated Segment (CDP), Redshift, Braze, and MCPs to power identity-resolved profiles and real-time analytics for adoption campaigns.
Data-Driven Optimisation	Built testing frameworks and a single-view lifecycle dashboard linking activation, adoption, and retention KPIs to ROI — enabling faster iteration and clear attribution.
Cross-Functional Leadership	Partnered with product, design, and engineering to align lifecycle messaging with product education and drive feature usage.

◆ AMI Excellence Award Winner 2025

◆ Best Use of Marketing AI Solution — Martech APAC

◆ Bronze · The Drum APAC 2025

**Marketing Technology Manager at SafetyCulture**Jun 2023 – Nov 2023
Sydney, AU

Australian-born global technology leader — a mobile-first workplace operations platform for frontline teams.

Lifecycle Enablement	Provided the lifecycle team with the data, integrations, and technology required to design and execute B2B programs supporting onboarding, adoption, and retention.
MQL Process Support	Implemented frameworks and optimised data flows to strengthen MQL scoring and handoff, ensuring qualified leads were accurately tracked and delivered to sales.
Platform Integration	Delivered technical integrations between lifecycle platforms, attribution, and analytics (Segment, Braze, Salesforce, Amplitude, Tableau, Google) to unify customer data.
Data Infrastructure	Automated governance and reporting processes, improving campaign readiness, accuracy, and time-to-market.
Cross-Functional Collaboration	Partnered with lifecycle, product, and engineering teams to troubleshoot, optimise, and deliver technical solutions that underpinned marketing performance.

**Technical Solution Lead | Project Manager at Oracle**Nov 2014 – Sep 2017 & Feb 2019 – Jun 2023
Sydney & Melbourne, AU

Oracle Marketing Cloud powers enterprise-level B2B and B2C marketing — hyper-personalised omnichannel campaigns at scale.

Retail Martech Delivery	Delivered Responsys and Eloqua implementations for Coles, Kmart, and Woolworths — owning roadmap, technical solutioning, and stakeholder alignment across multi-quarter programs in high-volume retail environments.
Martech Product Leadership	Served as product lead for B2C and B2B marketing stacks (BlueKai, Unity, Infinity, Eloqua, Responsys), aligning platform capability to commercial growth objectives.
Data & Integration	Delivered complex integrations between CDPs, CRM, and analytics, ensuring accurate lifecycle tracking and measurement.

KEY CLIENTS



AI Agentic Martech Operators.

Agents I designed and run in production — from design file to deployed campaign.

Design-to-deployment campaign automation — Figma → Braze

IN PRODUCTION

01

Read creative from Figma

Parse the design file — components, layout, and regional variants.

02

Export retina-ready assets

Export components as retina-ready images and load them to the Braze library.

03

Compose regional HTML

Build the campaign HTML for each region, with personalisation and dynamic content wired in.

04

QA per region & language

Personalisation, dynamic content, and language QA'd in-process for every market.

05

Publish as content blocks

Upload components as Braze content blocks — real-time updates flow from Figma back to Braze.

06

Pixel-perfect visual QA

Figma × HTML compared pixel-perfect before anything ships — human review is the last gate.

1 WEEK → 4 HOURS

90% OF EXECUTION AUTOMATED

HUMANS: REVIEW & TESTING ONLY

Multi-step journey orchestration

Agents set up and define the full campaign process — including multi-step Braze Canvas journeys — from workflow definition to launch-ready configuration.

Santa AI — awarded personalisation

AI gifting experience recognised with the AMI Excellence Award and Best Use of Marketing AI (Martech APAC) — personalisation at the moment of intent.

Agentic analytics on the MCP stack

Segment CDP, Redshift, and Braze connected through MCPs — identity-resolved profiles queried and acted on by agents in real time.

Attribution & data plumbing review

Currently shipping: AppsFlyer–Braze onboarding integration, full B2C and B2B attribution plumbing review, and a redesigned B2B onboarding experience with data-enrichment personalisation.