

[First Last Name]

[City, State] | [email@example.com] | [(123) 456-7890] | [LinkedIn URL]

PROFESSIONAL SUMMARY

Product Marketing Manager with [X+] years of experience driving go-to-market strategy, positioning, and messaging for [B2B/B2C/SaaS] products across [industry/segment]. Proven track record of partnering with product, sales, and growth teams to launch features, accelerate adoption, and increase revenue. Skilled in **market research, segmentation, competitive analysis, and sales enablement** to inform data-driven decisions. Adept at translating complex product capabilities into clear value propositions that resonate with target personas and drive measurable business outcomes.

PROFESSIONAL EXPERIENCE

[Senior Product Marketing Manager] | [Tech Company Name]

[Month YYYY] – Present | [City, State]

- Led go-to-market strategy for [flagship SaaS product] across [X] key segments, crafting positioning and messaging that contributed to a [XX%] increase in product adoption and [XX%] uplift in ARR within [12] months.
- Partnered with product management to define and prioritize roadmap based on customer insights, win/loss analysis, and competitive intelligence, resulting in [X] high-impact feature launches and [XX%] reduction in churn for target accounts.
- Developed and executed integrated launch plans (email, in-app, webinars, content, and sales enablement) in collaboration with demand generation and sales, driving [XX%] higher MQL-to-opportunity conversion for launch campaigns.

[Product Marketing Manager] | [Growth-Stage SaaS Startup]

[Month YYYY] – [Month YYYY] | [City, State]

- Owned end-to-end product marketing for [core product line], including persona development, value proposition design, packaging, and pricing recommendations, supporting [XX%] year-over-year revenue growth.
- Created a comprehensive library of sales enablement assets (pitch decks, one-pagers, battlecards, ROI calculators) that reduced average sales cycle length by [X] days and improved win rates by [XX%] in competitive deals.
- Designed and ran customer research programs (surveys, interviews, advisory councils) and translated findings into clear narratives and positioning frameworks used across website, campaigns, and product UX copy.

EDUCATION

[Bachelor of Science in Marketing] | [University Name]

[Month YYYY] – [Month YYYY] | [City, State]

- [Relevant coursework: Product Management, Market Research, Consumer Behavior, Digital Marketing, Statistics]

[Certification in Product Marketing / Product Management] | [Institution or Platform]

[Month YYYY] – [Month YYYY]

- [Program focused on go-to-market strategy, positioning, pricing, and product lifecycle management]

SKILLS

- **Product Marketing:** Go-to-market strategy, positioning & messaging, persona development, value proposition design, packaging & pricing input

- **Market & Customer Insights:** Market research, segmentation, competitive analysis, win/loss analysis, customer interviews, survey design
- **Sales Enablement:** Sales playbooks, pitch decks, battlecards, objection handling guides, product training sessions, ROI and TCO tools
- **Growth & Launch Execution:** Launch planning, campaign collaboration, funnel analysis, A/B testing, product adoption and engagement strategies
- **Tools & Platforms:** [Salesforce], [HubSpot/Marketo], [Productboard/Jira], [Tableau/Looker], [Google Analytics], [Survey tools (e.g., Qualtrics, Typeform)]
- **Content & Communication:** Storytelling, copywriting, narrative development, presentation design, stakeholder communication, executive briefings
- **Collaboration & Leadership:** Cross-functional alignment, stakeholder management, project management, influencing without authority, mentoring junior marketers

SELECTED PROJECTS

[Global Product Launch – Cloud Analytics Platform] | [Tech Company Name]

[Month YYYY] – [Month YYYY]

- Owned GTM strategy for the launch of a new [cloud analytics] solution, defining target segments, core messaging, and competitive differentiation, resulting in [XX%] above-target pipeline generation within the first [90] days.
- Coordinated with product, demand generation, and regional marketing to deliver localized messaging frameworks, launch kits, and webinars that attracted [X,000+] registrants across [Y] regions.

[Persona & Messaging Refresh Initiative] | [Growth-Stage SaaS Startup]

[Month YYYY] – [Month YYYY]

- Led a cross-functional initiative to redefine buyer and user personas through interviews, surveys, and CRM data analysis, creating a new messaging architecture adopted across website, product, and sales collateral.
- Partnered with demand generation to align campaigns to updated personas and value propositions, contributing to a [XX%] increase in lead-to-opportunity conversion rate over [6] months.