

Summary

- 12 years of marketing experience
- Experienced in B2B & B2C marketing
- Managed teams of up to 5 direct reports
- Foodie (Instagram: [@thebobanerd](https://www.instagram.com/thebobanerd))

Experience

Meta

Product Marketing, Privacy at WhatsApp Remote - Feb. 2023—Present

- Collaborated with cross-functional teams (Product, Design, Engineering, Legal, Comms) to launch privacy-focused experiences for WhatsApp users, enhancing the privacy narrative
- Conducted and analyzed market research and user research in collaboration with Marketing Insights to inform product roadmap and go-to-market strategy
- Played a key role as the user advocate, influencing product decisions and strategies through voicing user perspectives within the organization
- Conducted competitive research to create differentiated products and positioning, contributing to WhatsApp's continued success in the market

Momentum

Head of Marketing Remote - March 2022—Oct. 2022

- Led marketing function as the 1st marketing hire with a focus on product marketing, content marketing, and growth marketing
- Managed a junior product marketing manager
- Refreshed messaging and positioning based on customer research
- Developed product go-to-market plan for new product launches, including Product Hunt, PR, customer comms, blog posts, social posts, and outbound sales campaigns
- Collaborated with design agency to redesign the website and optimize the performance
- Instituted social marketing campaign which drove a 55% increase in LinkedIn followers
- Created SEO strategy resulting in a 34% improvement in target keyword rankings

Prelay

Head of Marketing San Francisco, CA - May 2021—Jan. 2022

- Led marketing function as 1st marketing hire and employee #9
- Established messaging and positioning through methodical testing
- Developed an integrated marketing strategy: partnerships, analyst & public relations, content marketing, SEO, search & social ads, social media, and event sponsorship
- Created sales enablement materials, including one-pagers and outbound email graphics
- Managed marketing operations, including website tracking and email automation
- Assisted in hiring and onboarding Sales and Customer Success teams

LinkedIn

Product Marketing Manager (Trust & Safety) Sunnyvale, CA - June 2020—May 2021

- Led cross-functional teams to develop and implement trust-focused product features, enhancing LinkedIn's reputation as the most trusted social platform
- Conducted market research to identify member concerns and their perception of product features, leading to targeted product improvements
- Crafted member-centric product copy aimed at reducing confusion, fostering transparency, and boosting member confidence
- Formulated effective go-to-market strategies for successful product launches

- Established regular internal communication through quarterly newsletters, keeping stakeholders informed about product updates, marketing campaigns, and research

Product Marketing Manager (Small Business) Sunnyvale, CA - Sept. 2018—June 2020

- Collaborated cross-functionally to develop and launch LinkedIn's service marketplace
- Implemented in-product promos, paid media campaigns, and email marketing strategies that resulted in 100% increase in demand for LinkedIn ProFinder within the first 6 months
- Provided mentorship to a summer marketing intern, contributing to their growth
- Conducted brand awareness research and executed effective campaign initiatives
- Selected as inaugural Culture Champion for Global Consumer Product Marketing team

Highfive

Lead Product Marketing Manager Redwood City, CA - Oct. 2017—Sept. 2018

- Developed and managed full funnel product marketing strategy
- Hired, trained, and mentored new product marketing team members
- Completed customer interviews to inform ideal customer profile, strengthen competitive messaging, and gather feedback on branding updates
- Developed new pricing model and trained sales and customer success teams
- Led a move upmarket from SMB to Enterprise, including new messaging and pricing
- Completed competitive analysis and created competitive sheets and sales battle cards
- Managed customer advocacy program, including written and video case studies

Growth Marketing Manager Redwood City, CA - Dec. 2015—Oct. 2017

- Hired, trained, and marketer to scale event marketing strategy
- Collaborated with designer and developer to optimize website conversion rates
- Managed search, display, and social advertising totaling \$100k+ in monthly spend
- Coordinated SEO, including technical optimizations, content updates, and link building
- Developed event marketing strategy, including industry conferences and webinars
- Led co-marketing partnership with Dolby
- Managed social media accounts across Twitter, Facebook, LinkedIn, Instagram, & forums

Twitter

SMB Account Manager San Francisco, CA - May 2014—Dec. 2015

- Worked cross-functionally to manage global customer acquisition campaigns
- Managed all email marketing for the Global Inside Sales team
- Reviewed & optimized Twitter Ads campaigns with advertisers to achieve the highest ROI
- Consistent top performer: 1st member of SMB Sales to surpass \$1MM a quarter
- Selected to mentor new team members

eComIQ

Digital Marketing Manager Orlando, FL - Nov. 2011—May 2014

- Built and supervised a successful team, including their effective recruitment and training
- Developed tailored digital marketing services for 45 clients, including social media, paid search, and SEO, to meet their specific business needs
- Managed paid search and display campaigns for a total of 11 Google AdWords and 6 Bing Ads accounts, overseeing a monthly advertising spend exceeding \$55,000
- Created comprehensive reports using data from Google Analytics in Microsoft Excel, to analyze campaign performance and inform strategic decision making
- Oversaw social media marketing campaigns on LinkedIn, Google+, and Facebook, as well as blogging initiatives for clients

Education

B.S.B.A in Marketing, University of Central Florida; Orlando, FL

Minors: Leadership, Entrepreneurship

Certificate: E-Marketing