

Summary

A **results-oriented product marketer** with **13 years of marketing experience** in B2B and B2C tech, I've driven impact at companies **from early-stage startups to Big Tech**. I combine my growth and product marketing experience to develop positioning and go-to-market strategies that generate demand and revenue. As a dedicated people manager, I've **hired and led teams of up to five**.

Experience

Meta | *Social Media Platforms*

Business Product Marketing (WhatsApp & Business Messaging) *Remote - Feb. 2023—Present*

- Collaborate cross-functionally to launch product experiences for a global audience of users and customers
- Develop the go-to-market strategy for product launches: positioning, messaging, and marketing channels
- Advocate for users and customers to influence product roadmap and implementation.
- Conduct and analyze market research to inform product roadmap and go-to-market strategy
- Complete competitive research to create differentiated products and positioning

Clayton Pritchard Consulting | *Product Marketing Consultancy*

Fractional Product Marketer *Remote - Oct 2022—Present*

- Combining my skills and experience in Product Marketing and Growth Marketing to assist technology startups in launching new products and driving product adoption
- Provide full-funnel product marketing consulting: ideal customer profile (ICP), market positioning, messaging, and go-to-market strategy
- Clients: Elion Health (health tech marketplace), Nuvei (payments SaaS), and Momentum (sales AI SaaS)

Momentum | *Sales AI SaaS*

Head of Marketing *Remote - March 2022—Oct. 2022*

- Led marketing as 1st marketing hire, focused on product 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: Product Hunt, PR, customer comms, social posts, and outbound sales
- Collaborated with design agency to redesign the website and optimize the performance
- Instituted social marketing campaign that drove a 55% increase in LinkedIn followers
- Created SEO strategy resulting in a 34% improvement in target keyword rankings

Prelay | *Pre-sales Collaboration SaaS*

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

- Led marketing function as 1st marketing hire and the 9th employee
- 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 emails
- Managed marketing operations, including website tracking and email automation

LinkedIn | *Professional Social Media Platform*

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

- Led cross-functional teams to develop and implement trust-focused product features
- Conducted market research to identify user concerns and product perception, leading to product updates
- Crafted member-centric product copy aimed at reducing confusion 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 her growth
- Conducted brand awareness research and executed effective campaign initiatives
- Selected as inaugural Culture Champion for Global Consumer Product Marketing team

Highfive (acq. by Dialpad) | Video Conferencing Hardware & SaaS

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, competitive messaging, and new branding
- 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 managed 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

Twitter (aka X) | Social Media Platform

SMB Account Manager San Francisco, CA - May 2014—Oct. 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 (acq. by Power My Analytics) | Digital Marketing & Analytics Agency

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

- Built and supervised a successful team, including recruiting and training
- Developed tailored digital marketing campaigns for 45 clients, including social media, paid search, and SEO, to meet their specific business needs
- Managed paid search and display campaigns exceeding \$55,000 per month
- Created comprehensive reports using data from Google Analytics to inform strategic decision-making

Education

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

Minors: Leadership, Entrepreneurship Certificate: E-Marketing

Reference

"**Clayton is one of those unicorn marketers** who are impact-driven, love data, and truly immerse themselves in the product and customer." - [Robert Ting](#), former manager