



# Cameron Moore

## Product Marketing Coordinator

Product marketing coordinator with five years of experience developing go-to-market strategies, supporting product launches, and driving customer education. Strong background in competitive research, positioning, and creating sales enablement assets for B2B software products.

## CONTACT



(555) 456-8901



email@example.com



LinkedIn | Portfolio



Salt Lake City, UT

## KEY SKILLS

- Competitive analysis
- Customer segmentation
- Go-to-market planning
- Messaging development
- Positioning strategy
- Product launch support
- Sales enablement
- Survey tools and reporting

## PROFESSIONAL EXPERIENCE

### Product Marketing Coordinator | Alloy Cloud Systems

March 2020 - Present

- Coordinated launch plans for six major product updates, supporting cross-functional teams and delivering new user materials on schedule
- Conducted competitive research and customer surveys to support messaging that increased trial-to-paid conversion by 27%
- Built internal FAQs, pitch decks, and product sheets used by 40+ sales reps across three global regions

### Marketing Analyst | Signal IQ

August 2018 - February 2020

- Managed product release communications and blog posts that drove over 50,000 pageviews and increased engagement on social platforms
- Assisted with pricing research and feature comparison documents that guided positioning and roadmap discussions
- Helped build customer use case library, collecting testimonials and case studies from five key verticals

## EDUCATION

### Bachelor of Science in Business Administration

University of Utah, Salt Lake City, UT | May 2018

## CERTIFICATIONS

Pragmatic Marketing Certified – Foundations, Pragmatic Institute, June 2023