



Lisa Jackson

Professional Product Marketing Manager

Product marketing manager with 6 years building B2B SaaS launches, sales enablement, and competitive intel. Owns end-to-end GTM for self-serve and sales-led motions, with recent focus on AI-assisted analytics tooling.

CONTACT INFORMATION

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EDUCATION

B.A., Communications, University of Minnesota, 2018

Pragmatic Institute, PMC Level III, 2021

KEY SKILLS

- Go-to-market strategy
- Positioning and messaging
- Sales enablement
- Competitive intelligence
- Win/loss research
- Pricing and packaging
- Analyst relations
- Launch planning
- Customer interviews
- Salesforce, Gong, Highspot

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager I 2022 - Present

Klariq Analytics, Minneapolis, MN

- Led GTM for AI insights module across 3 personas; drove \$4.7M in pipeline within two quarters of launch
- Rewrote pricing and packaging page based on 18 win/loss interviews; trial-to-paid conversion moved from low double digits to the mid-twenties
- Built a battlecard library covering 9 competitors, refreshed monthly with field input from AE leads
- Partnered with product on roadmap reviews and wrote positioning briefs for each quarterly release
- Owned analyst relations for two firms; Klariq was named a Strong Performer in the 2024 mid-market wave

Product Marketing Manager I 2019 - 2022

Brightline HR Software, Minneapolis, MN

- Launched onboarding suite to 1,200 mid-market customers; attach rate to core HRIS landed around 38%
- Authored persona research for HR ops and benefits admins, used by demand gen for 4 campaign cycles
- Ran monthly enablement for ~45 AEs and SDRs, including objection handling and demo script updates
- Cut a stalled vertical campaign after pipeline review showed payback would take more than 18 months