



Robert Johnson

Professional Product Marketing Manager

Product marketing manager with 3 years in B2B SaaS, focused on feature launches, sales collateral, and customer research for fintech buyers. Comfortable owning a small launch end-to-end and partnering with product, demand gen, and sales.

CONTACT INFORMATION



(614) 555-0142



dario.velez@example.com



Columbus, OH 12345

KEY SKILLS

- Launch management
- Sales collateral
- Customer interviews
- Battlecards
- Messaging frameworks
- Webinar production
- Asana, Notion
- HubSpot, Salesforce

PROFESSIONAL EXPERIENCE

Product Marketing Manager | Nimbex Pay, Columbus, OH

2023 - Present

- Owned launches for 7 product releases across the merchant dashboard; wrote positioning briefs, demo scripts, and release notes
- Built a one-pager and pitch deck for the new chargeback module that AEs cited in 62% of closed-won deals last quarter
- Ran 22 customer interviews across SMB and mid-market segments to refresh ICP definitions
- Coordinated webinar series with demand gen; average attendance grew from ~80 to ~210 over six months

Associate Product Marketing Manager | Helio Stack, Columbus, OH

2021 - 2023

- Supported launch of mobile SDK with field enablement decks and a 2-page technical brief
- Maintained competitive battlecards for 5 named competitors and trained new AEs each onboarding cohort
- Wrote 12 customer story drafts in partnership with CS, 9 of which were published on the website

EDUCATION

B.S., Marketing, Ohio State University, 2021