

Cynthia Wright

Director

Minneapolis, MN 12345 | (612) 555-0188 | m.eberhardt@example.com

Profile

Newly promoted Director of Product Marketing with 9 years in B2B SaaS. Focused on launch planning, sales enablement, and tightening the handoff between product and go-to-market teams.

Professional Experience

Director of Product Marketing | Sablefin Analytics, Minneapolis, MN **2023 – Present**

- Lead a team of 6 PMMs covering three product lines that generate roughly \$48M in ARR.
- Owned the Q1 launch of a forecasting module that contributed \$3.1M in pipeline within 90 days.
- Rebuilt the sales enablement library, cutting time-to-first-pitch for new AEs from 6 weeks to about 3.
- Run quarterly win/loss reviews with sales and product; insights now feed the roadmap planning doc.

Senior Product Marketing Manager | Cardston Cloud, Minneapolis, MN **2019 – 2023**

- Owned positioning and launch for two flagship products, including a platform rebrand in 2022.
- Wrote messaging frameworks adopted across web, sales decks, and paid campaigns.
- Partnered with demand gen on three integrated campaigns that drove ~30% of new logo pipeline.
- Mentored two PMMs, both promoted to senior within 18 months.

Education

MBA, Marketing Concentration, Carlson School of Management, University of Minnesota, 2017

B.A. in Communications, University of Wisconsin-Madison, 2014

Pragmatic Marketing Certified (PMC-III), 2020

Key Skills

- Product positioning and messaging frameworks
- Go-to-market strategy and launch planning
- Sales enablement and content development
- Win/loss analysis and competitive intelligence
- Cross-functional leadership (Product, Sales, Demand Gen)
- Pricing and packaging strategy
- Customer segmentation and persona development
- Analyst relations (Gartner, Forrester)
- Pipeline and ARR forecasting
- Team building and PMM mentorship
- Marketing analytics (Salesforce, Pendo, Gainsight)

- Roadmap influence and product feedback loops