Beatrice Valdez

Product Marketing Manager

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SUMMARY

Product marketing manager with 5 years in B2B SaaS, leading positioning, launches and sales enablement for a workflow automation product used by 2,200 customers. Led the repositioning that lifted trial-to-paid conversion by 15%, and built the competitive battlecards behind a 9-point jump in win rate. Works closely with product, sales and demand gen.

EXPERIENCE

Product Marketing Manager — Northstar Workflow

Denver, CO · May 2022 – Present

- Led positioning and messaging for the core automation product used by 2,200 customers, rewriting the website and pitch deck to center on time saved rather than feature count.
- Launched 4 major feature releases a year, coordinating with product, support and sales to hit a 92% on-time launch rate.
- Built and maintained competitive battlecards for 3 top competitors, which sales credited with a 9-point increase in competitive win rate.
- Redesigned the trial onboarding messaging with product, raising trial-to-paid conversion from 18% to 21% (a 15% relative lift).
- Ran win/loss interviews with 40 closed deals a year, surfacing a pricing objection that led to a new mid-tier plan.

Associate Product Marketing Manager — Fieldstone Analytics

Denver, CO · Jul 2019 – Apr 2022

- Supported go-to-market for 2 product lines, writing sales one-pagers and case studies used in over 60% of late-stage deals.
- Trained 25 sales reps each quarter on new feature positioning, cutting average ramp time for new hires by 2 weeks.
- Coordinated the launch of a self-serve pricing tier, which added 180 new paying accounts in its first quarter.

SKILLS

Positioning: Messaging frameworks, competitive analysis, customer research, win/loss interviews

Launches: Go-to-market planning, cross-functional launch management, release coordination

Enablement: Battlecards, sales training, case studies, one-pagers

Tools: Salesforce, HubSpot, Gong, Pendo, Google Analytics

CERTIFICATIONS

Pragmatic Institute Product Marketing Certificate, 2021

EDUCATION

B.A. Marketing, University of Colorado Boulder, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.