

PRIYANKA MANDHYAN

PRODUCT MARKETING MANAGER • GTM EXPERT FOR B2B COMPANIES

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NO VISA SPONSORSHIP REQUIRED

PROFESSIONAL SUMMARY

Proactive Product Marketing professional with **5 years** of experience building customer acquisition strategies for **B2B SaaS and service products**. Customer-obsessed and leads with exhaustive research, identifying gaps and crafting value-driven, compelling, and creative messaging. Adept at running and executing initiatives such as sales enablement, product launches, and go-to-market (GTM) strategies. Part of the incoming **PMA Scholar** cohort for the Product Marketing Core Certification.

SKILLS

Product Marketing Skills: Sales Enablement, Positioning, Messaging, Go-to-market Strategy, Product Launch, Customer Insights, Competitive Intelligence, Buyer Persona, Industry Research, Jobs-to-be-done

Tools: Zapier, Salesforce, Google Analytics, Microsoft Office, Tableau, Hubspot, Notion, ChatGPT, Lavender AI

EXPERIENCE

Product Marketing Manager, TogetherWell • Remote, CA

Aug 2023 – Present

Reporting to the founder of the nonprofit, this role is focused on uniting the marketing team and solidifying the GTM strategy

- Conceptualized, built, and trained internal teams on a marketing analytics dashboard, achieving a **100%** adoption rate
- **Built a narrative, messaging, and positioning** and analyzed content and channel performance while leading the brand guidelines creation process
- Guided the UX/UI team on the **website redesign** by suggesting assets such as splash pages, lead magnets, and more to increase engagement
- Currently drafting the customer feedback mechanism for refining our positioning

MBA Intern – Product Marketing, VMware, Inc. • Remote, CA

May – Aug 2022

Hired to build sales enablement material for an integration launch, manage vendors, and help sales navigate the new packaging

- Boosted sales reps' efficiency by **50%** by spearheading the development of a sales tool, streamlining SKU search and information during discovery calls
- Collaborated with cross-functional team members across VMware and Intel to develop **10+ sales enablement assets** such as one pager, blog articles, call scripts, customer sales deck, email templates, partner training presentation, sales training presentation, and solution brief within 1 month for a VMware-Intel integration launch
- Conceptualized, planned, and executed a thought leadership article featuring the VP of Product Marketing, EUC

Head of Product Marketing, Smart Web Technologies Pvt. Ltd. • Remote, India

2020 – 2021

Recruited to launch the new B2B digital transformation service, build sales pipeline, and increase sales conversions

- **Launched** company's digital transformation services, increasing organic lead volume by **500%** and acquiring **5** major clients in 2 months by strategizing a **go-to-market plan**, leading execution, and collaborating with sales and C-suite
- Led **buyer persona** research, crafted monthly content plans, developed **positioning and messaging** and owned pipeline-driving campaigns resulting in a cost per lead of **\$0.15**
- **Doubled** content production by defining goals, KPIs, and operational, cross-functional and analytical processes

Pre-Sales Executive, Copywriter, and Paid Media Strategist, Pixel Fox Studios • Mumbai, India

2019 – 2020

Similar to ABM, hired to build digital marketing strategies for pitch decks to help convert prospects to customers for the agency

- Conducted exhaustive customer and competitor research to create 14 pitch decks that resulted in the acquisition of 2 major clients
- Introduced a new revenue stream for the agency by initiating and owning creation, strategy, and management of social media conversion ads for an e-commerce company, growing sales to **200%** that of the advertising spends

Social Media Executive, Digital Republik • Mumbai, India

2018 – 2019

Brought in to manage the organic and paid social media profiles of various customers of the digital marketing agency

- Strategized and executed Facebook and Instagram Lead Generation Ads by segmenting audiences and optimizing platforms for a budget of \$7,000, generating **3000** leads per month with a **30%** conversion rate

EDUCATION

University of Southern California, Marshall School of Business, Los Angeles, CA - **MBA (STEM)**

May 2023

University of Mumbai, Kishinchand Chellaram College, India - **MA in Advertising**

2017

University of Mumbai, Jai Hind College, India - **Bachelor of Mass Media; Major: Advertising**

2015