

JAMIE GUTKIN

jamiegutkin@gmail.com | 908-868-3274 | jamiegutkin.com

DYNAMIC PRODUCT MARKETING ASSOCIATE

Creative and driven professional with passion for marketing, brand experience and business solutions at start-up and mature companies with talent for content development and project management and a reputation for adaptability, fostering relationships and expediting tasks.

Resourceful, self-starter with experience that includes product marketing, branding & positioning, customer service, sales team training and market analysis. Innovative problem solver and troubleshooter, complemented by meticulous attention to detail with ability to improve efficiency, energize teams and environments and sustain a high level of engagement. Effective communicator capable of working with diversity, across all levels, including C-suite. Avid learner with an inquisitive mindset who adds value and challenges the status quo.

COMPETENCIES AND TECHNICAL SKILLS

Client & Customer Relations • Communications • Content Writing & Editing • Social Media and Video Content • Project Management
Google Analytics • Software Implementation • Salesforce • Zendesk • WordPress • Mailchimp • Hubspot • Asana

EDUCATION

Bachelor of Arts in English, Minor in Film and Media Studies - University of Pittsburgh, PA

May 2018

EXPERIENCE

ONE DOOR, Product Marketing and Communications Manager | Remote

April 2023 - Present

As the team's first product and content marketing manager, tasked with implement strategic marketing plans to boost awareness, adoption, and revenue generation for the growing SaaS company. Shape the product's positioning and messaging to be uniquely compelling and generate content to highlight key differentiators. Conduct research on product-market fit to validate and refine target customer segments and buyer personas that align with messaging to best resonate with the intended audience. Collaborate closely with cross-functional teams, including product management, sales, customer success and marketing, to align on the product roadmap, pricing, and go-to-market strategies. Produce enablement materials, blogs, gated pieces, guides and more while writing content for landing pages and website messaging. Analyze marketing and sales data meticulously to measure performance, identify valuable insights, and provide data-driven recommendations for continuous enhancement. In the first 90 days, set the foundations for product and content success including outlining launch tiers, content and launch calendars, and customer marketing efforts.

LAIKA, Product Marketing Associate | New York, NY

April 2022 - April 2023

Created influential messages and compelling content to drive awareness, engagement and revenue at high-growth security SaaS company. Collaborated cross-functionally with marketing, sales, customer success and product management teams to define processes, produce and coordinate product content for storytelling, new product launches, sales adoption and enablement tools, presentations, blogs and demo videos. Conducted competitive analysis, leveraged points of differentiation and generated go-to-market strategy. Initiated sales team and client training to elevate product and branding positioning to drive market share growth. Analyzed case studies and client testimonials to drive revenue - resulting in a 14% growth within 6 months. Spun up customer marketing program, including a monthly newsletter and referral incentive program. Launched product knowledge and help desk support and in-app messaging.

COMPASS, Customer Success Manager/Product Marketing | New York, NY

February 2021 - April 2022

Recruited to serve as primary point of contact for 100+ agents across Northern New Jersey at SaaS real estate company. Reimagined and facilitated client on-boarding, assimilation and product and program training and adoption. Ranked #1 in Region earning a 99% overall client satisfaction rating. Successfully resolved 96% of marketing, technology, device and company tool usage issues without escalation. Converted 98% of existing clients to active product users and increased annual client retention by +12% in first year. In partnership with product marketing, developed and integrated enhanced communications, product adoption and client retention efforts. Reputation for being a strong multi-tasker who seamlessly executes scheduled and unexpected tasks, continuously volunteers for and assumes additional responsibilities and is a leader amongst peers and across functions. Voted "Most Solutions Driven" by peers in 2021.

HF PLANNERS LLC, Marketing and Writing Assistant | Branchburg, NJ

August 2019 - February 2021

Reported to executive director of marketing, responsible for marketing initiatives, website updates and social media accounts including content creation, research, tracking data and analytics. Prepared marketing materials and campaigns for current and prospective clients. Initiated past project results and competitive case study reviews for shared learnings and improved productivity. Utilized demographic, website and data analytics to generate, post and update weekly blog and monthly newsletter. Leveraged customer management relationship system. Partnered with local media to drive magazine and newspaper entry placement, press releases and publicity. Reconciled marketing budgets and expenses.

UNIVERSITY OF PITTSBURGH, Event Coordinator and Executive Assistant | Pittsburgh, PA

January 2019 - August 2019

Supported multiple department executives. Expertly orchestrated meetings and program events from setup to takedown. Utilized social media, designed flyers, drafted email blasts and created pitches to promote events and heighten campus messages and campaigns. Procured office supplies and managed high volume calls and calendars. Collaborated with fiscal manager to maximize budgets and payment process.

JOBGETTER, Marketing Intern | Sydney, Australia

January 2017 - September 2017

Reported into Co-CEOs, assumed marketing and public relation responsibilities at startup online recruitment technology solution company. Created promotional content for and maintained website and social media platforms to expand digital footprint. Increased brand awareness by producing a series of SEO responsive short videos (interviews/commercials/informational), blogs and media releases for website, Facebook, news, print and radio. Quickly became dependable, "go-to" team member and was invited to continue working remotely, post semester.