

Personal

Name

Natalia Russet

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Natalia Russet

Product marketing manager with expertise in leading cross-functional teams to construct, develop, launch, and manage SaaS innovators. Offering Agile/Scrum experience, analytical abilities, and marketing orientation to innovate product strategy. Capable of managing and prioritizing several projects while adhering to financial constraints and deadlines. Experience implementing strategic marketing, evaluating product performance, and creating brand strategy.

Work experience

Product Marketing Manager

Sep 2020 - Present

ABC Company, Dayton, OH

- Maintain, create, and update all needed product marketing assets, including managing translations and regionalization of global marketing materials.
- Create marketing and messaging content for new products and deliverables for product launches.
- Design compelling sales and corporate presentations with product datasheets and competitive collateral for use by sales teams and executives.
- Develop key messaging for new products, understand features, create collateral, know customer needs, and build copy for sales tools and website.

Product Management Analyst

Mar 2017 - Sep 2020

XYZ Corp., Dayton, OH

- Developed and maintained relationships with vendors whose services or products are needed for the product.
- Determined the correct marketing and advertising content type, such as social media, digital, print, TV, or radio, to be created and distributed.
- Worked with in-house and external writers and content creators to develop relevant content.
- Outlined product timelines and oversaw the successful executive of projects.

Education and Qualifications

Master of Business Administration

2014

University of Ohio, Cincinnati, OH

Bachelor of Arts in Marketing

2015

Ohio State University, Cincinnati, OH

Skills

Technical product research and development



Team leadership



Product lifecycle management



Financial modeling and forecasting



Troubleshooting and debugging

