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Product Marketer → Product Lead
Strategic Digital Solutions

Hey There!

I'm a product marketer with a love for strategy and creative innovation.
I specialize in **knowing who to sell to and how to sell to them** with data-backed strategies.

With experience in B2C at startups and B2B at global corporates,
I bring perspectives that are informed by a myriad of problems I've solved.

salesforce — Sales Strategist, B2B SaaS

→ kic — Product Marketing Manager, B2C Startups

→ ARCHERTRIND — Sales Director, B2B Automotive Services

My Approach to Product Marketing

Market & Competitor Research – I use an empathetic approach to understanding customers and why they love products in the market. I embrace hard truths and use them as strengths.

Customer Personas & Messaging – I constantly iterate on hypothetical customer segments until they represent my audience. Empathetic conversations with customers enhances messaging.

Go-To-Market Strategy – I use a range of proven frameworks to leverage the psychology of buying choices. I prioritise organic and passionate first buyers to excite broader audiences.

Data & Experimentation – I leverage my extensive analytical background in engineering and analytics to the forefront of marketing strategy. Measurable actions to analyzable results.

In the next sections, I'll break down how I've applied this approach to real-world projects—driving revenue, engagement, and adoption across industries.

Bricktopians Case: GTM Strategy

Bricktopians was an NFT project ran by a team of 5, where I led product marketing. We entered a market saturated with 3D collections and I was tasked with building a GTM strategy that drove new customers and sold out the collection.

1. Market Research Analyzed competitors to understand success factors: technological complexity of the art, the arts' "cool factor", and legitimacy of the artist.

2. Personas & Positioning

Persona	Value Prop	Proof Points
Collecting Enthusiasts	Own the most technologically impressive NFT	The first 3D NFT collection animated via physics engine
Crypto Investors	Own an NFT created by a very reputable artist and receive continued rewards	Created by a former Louis Vuitton artist. Early access to future projects.

3. Messaging Framework Example

Audience	Reference	Benefit	Reason
Crypto Investors	We offer an NFT created by a reputable team and deep roadmap	Provides access to future innovative projects	The market is saturated with low longevity and anonymous teams

Go-To-Market Execution

1. Segmented Audience by Intent to Purchase.

2. Tailored Messaging by Segment. Delivered urgency-based offers to hot leads, event reminders to warm prospects, and awareness content to colder segments.

3. Prioritized Outreach. Focused marketing to high-intent targets first to maximize early conversions and word of mouth.

4. Optimized Campaign by Layer. Used email, DMs, and retargeting for inner circles; influencer campaigns and paid media for outer layers.

5. Results 150,000 followers across all platforms and the collection selling out in 90 seconds - generating $5M.

Collateral Examples

Celebrating early wins

Events

Crypto Specific Marketing

Broader Marketing

KIC Case: GTM Strategy

KIC is a women's fitness app for beginners, without modern toxic fitness culture. After building a more experienced user base, we decided to introduce a fallow along gym program called **Lift**: **10 easy users from a home setting to a gym setting**. I was tasked with building a GTM that would convert current users to Lift and drive new customers to the app.

1. Market Research - In studies on women's fitness, the gym incited self consciousness and anxiety. Surveyed KIC members felt the same, yet wanted to reap the benefits of going to the gym.

2. Persona & Positioning

Persona	Value Prop
Anxious Novice	Transition to gym confidently with a supportive program
Somewhat Experienced	Get stronger without toxic diet culture or body comparison.

3. Messaging Framework Example

Audience	Reference	Benefit	Reason
Somewhat Experienced	A wellness first alternative to gym apps	Feel good while training, not judged	Competitors based on weight loss and unrealistic transformations

Go-To-Market Execution

Hint
Friend users to be more comfortable in the gym

Announce
Provided a solution for the condition

Launch
Converted engaged audience to the app store and landing page

Expand
Shared success stories and testimonials to increase confidence in continued growth

Results

1. Conversion of current users to Lift

- 4,700 enrolments in week 1, and 8,000 in month 1
- 134% more enrollments than average for new program launches, despite the gym access barrier

2. New customer growth

- 560 new paying customers attributed to Lift's launch in month 1, primarily driven by Apple and secondarily by our website

Additional learnings
Despite the success of the program launch, I believe we could have capitalized more on the app's heightened marketing reach during the campaign. Out of a 5k new users that started a free trial (1 week), 1k of them enrolled into Lift, and 560 continued to become paying users (12%). With additional nurturing of trialling users through cDM and IAM, KIc can achieve improved conversions.

Salesforce Case: Strategy Planning

Salesforce had a yearly sales strategy period to plan for the following financial year, where I was responsible for carving out sales territories for the small and medium business (SMB) teams. 50,000 accounts needed to be assigned to 200 specialized sales people, such that each sales person had an equal opportunity to hit their sales targets.

1. Aligning on Constraints
The SMB team leader initially provided variation drafts of the team structure he wanted e.g. segmenting teams by state or industry, and they key metrics he wanted the teams to cover e.g. ACV, Open Pipe, for each team member draft, I grouped accounts in accordance to the segmentation and summed the key metrics. By comparing these metrics across teams for each draft, I was able to conclude which type of team structure gave them equal opportunity to hit sales targets

2. Execution of Territory Carving
With a state based team structure decided on, I created a Tableau dashboard and Excel model to align accounts to sales people. With VLOOKUP tables, I was able to group data by each sales person and ensure they roughly owned similar ACV, Open Pipe, and Expected ACV for each account.

Results

1. The SMB leader was happy with the balance. Individual sales people were also privy to the territories before they were activated, to which minor adjustments were made e.g. making sure certain accounts stayed with prior FY owners.

2. Some sales people had metrics larger than the average due to some very large accounts. In such instances they were counterbalanced with other metrics.

3. In the following financial year, the SMB team achieved **32% YoY revenue improvement**, driven by the foundational work of sales alignment

Account Name	Closed ACV This FY	Open Pipe	Expected ACV Next FY
Sales Person 1			
A Company	$420,000	$180,000	$570,000
B Company	$380,000	$220,000	$660,000
C Company	$150,000	$180,000	$330,000
Total	**$950,000**	**$580,000**	**$1,560,000**
Sales Person 2			
D Company	$250,000	$300,000	$550,000
E Company	$310,000	$100,000	$410,000
F Company	$380,000	$190,000	$275,000
Total	**$940,000**	**$590,000**	**$1,235,000**
Sales Person 3			
G Company	$600,000	$200,000	$800,000
H Company	$480,000	$160,000	$100,000
I Company	$200,000	$80,000	$175,000
Total	**$1,280,000**	**$440,000**	**$1,075,000**

A Few Other Highlights

Brain Boots

A plugged NFT project designed by a former Louis Vuitton artist, whose owners could submit digital sneakers for physical shoes.

Impactful By providing whitelist spots to underserved artist attendees and endorsements from celebrities relevant to the sneaker market, I transitioned our audiences to unique deeply with our brand by have access to this exclusive brand.

Result $7.5M through 3k pre-orders

KicRun Club

An online run club by Kic, where users could log runs and earn guided runs to progress through to their goals.

Outcome Managing targeted users and logistics overhead, as our program were partnering and trial to start. Focused on paid ads and organised runs to appeal to a wider market and enhance the sense of community.

Result 5k enrolments and 1.3k acquired users

School of Movement

A dance and gymnastics school I ran with my dance teachers, to help them build online presence.

Outcome Managing targeted partners and emphasis of a nurturing and community assets environment. Focused on physical flyers at dance studios and outer-universe partnerships.

Result Signed up 30 students, selling out the program.

The Secret Ingredient

A fundamental pillar of my success in marketing is driven by my **lifelong passion for the arts and my expression through my myriad of mediums**. I believe a strong understanding of what looks good and fine attention to detail is essential from presentation of data to creation of branded assets.