Leah Morgan

Product Marketing Manager

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Summary

Product marketing manager for business software, translating customer research into positioning, launch materials and sales guidance. Progressed from release communications and enablement to ownership of a workflow reporting product's launch preparation.

Experience

Product Marketing Manager, Example Willowspan Business Software Feb 2023 - Present

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- Own positioning and launch preparation for a workflow reporting product used by small operations teams.
- Conducted 18 customer and prospect interviews, grouping recurring objections and use cases into a launch brief.
- Created role-specific messaging and a sales conversation guide reviewed with product and customer success teams.
- Tracked sales-guide use and qualified demo requests with revenue operations, using separate reports for content adoption and pipeline activity.

Product Marketing Specialist, Example Maplefen SaaS Studio Jul 2020 - Jan 2023

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- Maintained product comparison notes using public sources and dated reviews of supported capabilities.
- Produced release explainers and sales training materials for two product updates each quarter.
- Collected questions from sales calls and support discussions to improve product descriptions and objection guidance.

Education

Bachelor of Arts, Communication 2016 - 2020

Example Willowspan College

Skills

Product marketing: Positioning, Customer interviews, Launch planning, Sales enablement

Research: Use-case analysis, Competitive research, Objection synthesis, Message review

Measurement: Content adoption, Funnel definitions, CRM reporting, Campaign notes

Fictional sample from ResumeGuru. Names, employers and achievements are illustrative.
www.resumeguru.ai/resume-samples/product-marketing-manager-resume-sample