

Alex Morgan

Product Marketing Manager

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SUMMARY

Product marketer with 6+ years launching B2B SaaS products. Led go-to-market for three releases that grew pipeline 40% year over year. Skilled at positioning, competitive research, and turning customer insight into campaigns sales teams actually use.

EXPERIENCE

Senior Product Marketing Manager

Mar 2022 – Present

Northwind Software | Austin, TX

- Own positioning and launch strategy for a \$30M product line across web, email, and sales enablement channels
- Built competitive battlecards used by 45 AEs, cutting deal cycle time 18% in enterprise segment
- Partnered with product and sales on pricing changes that lifted average contract value 22%

Product Marketing Manager

Jun 2019 – Feb 2022

Brightline Analytics | Denver, CO

- Launched two new products with coordinated PR, content, and paid campaigns generating 1,200 MQLs in the first quarter
- Ran quarterly win/loss interviews and turned findings into messaging updates adopted company wide
- Managed a \$400K annual demand gen budget with agency partners

Marketing Associate

Aug 2017 – May 2019

Cedar Creek Media | Denver, CO

- Wrote and tested email campaigns for a 90K subscriber list, improving open rate from 19% to 31%
- Coordinated 12 trade show events per year including logistics, booth design, and lead follow up

EDUCATION

B.S. Marketing

2017

University of Colorado Boulder

SKILLS

Go-to-market strategy, Positioning & messaging, Competitive analysis, Sales enablement, HubSpot, Salesforce, Google Analytics, Figma, SQL (basic)

CERTIFICATIONS

Pragmatic Institute PMC-III | Google Analytics Certified