

FARA JOAQUIM

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PRODUCT MARKETING MANAGER | CYBERSECURITY | FRAUD & PAYMENTS

Strategic product marketer with 5+ years of experience in product portfolio marketing, cybersecurity, and digital payments. Proven ability to lead Go-to-Market (GTM) strategies, execute high-impact omnichannel campaigns, and build strong value propositions across B2B SaaS and compliance-focused environments. Strong history of aligning cross-functional stakeholders, scaling business growth, and translating complex technologies into business outcomes. Certified in AI product marketing and cybersecurity essentials, with deep exposure to fraud mitigation, data integrity, and regulatory landscapes.

KEY PRODUCT LAUNCHES & INNOVATIONS

Envoy Balance – AI-Powered Resource Optimization (S4A IT Solutions)

- Reduced scheduling inefficiencies by 30% while enhancing compliance and operational transparency through advanced data insights.

Envoy Pulse – Predictive Maintenance & Compliance Suite (S4A IT Solutions)

- Delivered a 23% improvement in uptime forecasting with embedded privacy-first analytics for regulated industries.

Smart Home Automation Suite – IoT Platform (Pragmatic Homes)

- Achieved 67% user adoption within 6 months by promoting secure, user-controlled settings; reduced support tickets by 15%.

B2B Payment Gateway Launch – Mobile App Integration (Pragmatic Homes)

- Generated \$2M in new ARR through GTM strategy anchored in trust and fraud protection messaging.

Privacy-First Ad Campaigns – Enterprise Clients (Google)

- Enabled 3 product launches centred on user data protection, improving CAC efficiency by 18%.

PROFESSIONAL EXPERIENCE

Product Marketing Manager - AI ERP & Security Solutions

S4A IT Solutions: *Calgary, Alberta*

September 2023 - July 2024

- Executed go-to-market strategies for 3 ERP solutions launches, including Envoy Balance and Envoy Pulse, contributing to 23% YoY business growth for a \$7M product portfolio.
- Developed and tested value propositions and messaging for enterprise buyers, increasing lead-to-close ratio by 18%.
- Supervised a team of 4 in content strategy, delivering 30+ high-converting assets, including ebooks, guides, and landing pages, improving MQL generation by 35%.
- Created and implemented omnichannel marketing campaigns across email, webinars, paid media, and ABM, driving 54% growth in feature adoption within six months.
- Established KPIs and built results forecasts in collaboration with the analytics team, aligning quarterly campaigns to revenue impact with full-funnel attribution.
- Drafted SEO-optimized marketing materials, including 12+ guides and monthly presentations for internal sales alignment and external lead nurturing.

Paid Campaign Strategist - Fraud & Risk Services

Google via Teleperformance: *Toronto, Ontario*

August 2022 - May 2023

- Designed and deployed GTM playbooks focused on privacy-first positioning, improving trust with B2B clients in regulated markets.

- Championed in-depth client research and market segmentation, uncovering new opportunities in LATAM/ EMEA, contributing to a 23% expansion in ARR from the region.
- Boosted product demo requests by 60% via the execution of integrated marketing campaigns targeting key buyer personas.
- Produced persuasive content frameworks (whitepapers, videos, and decks) used by sales teams and marketing stakeholders globally.
- Delivered value in pre-launch alignment meetings, helping reduce CAC by 18% for major client portfolios in fintech and cloud.

Product Marketing Manager – Smart Home & Payments Strategy

Pragmatic Homes: *Lagos, Nigeria*

February 2020 - March 2022

- Managed GTM for smart home product with 67% adoption; leveraged messaging focused on data autonomy and risk minimization.
- Marketed embedded B2B payment feature and optimized feature adoption campaigns, contributing to \$2M in ARR and strengthening brand trust through fraud-mitigation messaging.
- Spearheaded competitive analysis and developed pricing and promotion strategies, improving MQL-to-SQL rates by 19%.
- Partnered with Creative Team to produce branded marketing materials: presentations, landing pages, and campaign creatives that outperformed industry CTR benchmarks by 2x.
- Orchestrated and evaluated account-based marketing campaigns targeting fintech unicorns, contributing to two Tier-1 client acquisitions.

EDUCATION AND CERTIFICATIONS

- **Master's Degree - Marketing Management**, University of Lagos
- **Bachelor of Science - Sociology**, University of Lagos
- **Certifications & Courses:**
 - AI Product Marketing Expert – Pragmatic Institute
 - Cybersecurity Essentials – Cisco Networking Academy
 - Applied Product Marketing – SAIT
 - SQL Essentials – Lighthouse Labs
 - Compliance & Integrity – Google

CORE COMPETENCIES

Product Marketing Strategy | Cybersecurity | Product Portfolio Management | B2B Payments | Fraud & Risk Strategy | GTM Execution | Competitive Analysis | Sales Enablement | Messaging & Product Positioning | Campaign Optimization | Cross-functional Leadership | Data Analysis & KPI Tracking | Content Strategy & Creation | Feature Adoption & Product Knowledge Growth

TOOLS AND TECHNOLOGIES

HubSpot | Salesforce | Segment | Google Analytics | Looker | Figma | Asana | Notion | Intercom | Marketo | Canva | Tableau

PUBLICATION

[Female Sexuality in Marketing Communication and Effects on Millennial Buying Decisions](#) (*Emerald Insights, 2020 – Explores how transparent, ethical marketing builds trust in digital ecosystems.*)