

Bianca Laurendine

Senior Product Marketing Manager - Cloud Security

Phone: (504) 388-0378 • Email: bnlauren@gmail.com • [LinkedIn](#)

Experience

Elastic

October 2020 - Present

Senior Product Marketing Manager - Self-service cloud / SMB

- Collaborating across Product, Sales, and Customer Engineering to expand upon content to improve trial conversions, increasing subscription conversion rate by up to 13%
- Created and updated content across Elasticsearch, Observability, and Cybersecurity offerings to drive cloud adoption

Product Marketing Manager - Cloud

- Increased ACV by \$1.6MM over 3 months following a global integrated cloud campaign supported by content, sales enablement, etc.
- Influenced 20MM in pipeline for Elastic on AWS, Google Cloud, and Microsoft Azure by developing content to support global integrated campaigns
- Spearheaded launch of Getting Started Hub addressing gaps in customer journey across Elasticsearch, Observability, and Cybersecurity products, exceeding 6k views per month
- Revamped the Elastic Cloud web page, generating 3x monthly views and reducing bounce rate by 30%

TrackVia

October 2019 – May 2020

Product Marketing Manager

- Completed deep-dive of competitors and recommended adjusted pricing strategy, new verticals, and keywords
- Created templates and documentation for processes within TrackVia, starting up the Product Marketing function
- Developed battle cards, product sheets, pitch deck, persona decks, and trained Sales on collateral
- Collaborated with Product, Customer Success, and Sales to launch company newsletter to increase customer engagement and keep customers informed about latest product releases and company news

Maxar (formerly DigitalGlobe)

December 2017 – August 2019

Product Marketing Manager

- Co-led the launch of a SaaS product, generating \$4MM in revenue, 5X in projected pipeline and 2X in projected bookings within the first 7 months in the subscription access line of business
- Collaborated with product management, partner team, and sales team to produce a tutorial series which increased the sales conversion rate by 18%
- Created pitch decks, data sheets, battle cards, and social media assets by analyzing gaps in the buyers' journey

Boulder Bits (Contract)

April 2017 – October 2017

Project Manager

- Led monthly event, "Empowered Women in Tech," meeting 100% of our awareness goal and filling all seats
- Defined content and brand strategy to drive awareness and thought leadership
- Handled all logistics associated with sponsored events to ensure a smooth experience for our target audience

Ball Corporation

June 2012 – August 2016

Product Specification Specialist

- Organized and delivered monthly presentations to stakeholders to outline roadblocks within existing processes
- Developed solutions to streamline existing processes and improve efficiency

Education & Certifications

Louisiana Tech University, 2008; B.S. Mechanical Engineering, Marketing minor

Certified Product Marketing Alliance (PMA) Product Marketing Certified: Core, Scrum Master, Scrum Product Owner

Bianca Laurendine CSM, CSPO

Product Marketing Manager

Phone: (504) 388-0378 ● Email: bnlauren@gmail.com ● [LinkedIn](#)

Skills

Salesforce, Marketo, Hubspot, Google Analytics, Trello/Asana, HTML, Hootsuite/Buffer, Divvy, Wordpress, Calendly, Quip, Slack, Brainshark, Workfront, Camtasia, MailChimp, Aha!