Bianca Laurendine

Senior Product Marketing Manager - Cloud Security
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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
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Skills

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