**[Product Marketing Business Development](https://www.postjobfree.com/resume/ady5t3/product-marketing-business-zionsville-in)**

**Location:**Zionsville, IN

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**Resume:**

AUDRA Z. FELTEN

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PASSIONATE ABOUT HELPING SAAS COMPANIES TELL THEIR STORY THROUGH PRODUCT MARKETING.

I am an expert Product and Release Marketing leader, and Chief Storyteller. I am a dynamic marketing professional with over 15 years of successful strategic consulting and B2B SaaS marketing experience who thrives on building high-performing teams and businesses. A five-time product marketing leader at some of the most successful enterprise software and SaaS companies, I've also been fortunate that these experiences have given me unique insight into the full revenue cycle – and fueled my passion for building and developing exceptional teams. I help companies pioneer and win new markets.

AREAS OF EXPERTISE:

Strategic Consulting Sales Enablement New Product Launches

SaaS Pricing and Packaging/Competitive Release Marketing Positioning/Messaging

Project Management Product Marketing Email Marketing

CAREER HIGHLIGHTS:

●Responsible for driving and owning the two biggest product launches in Terminus’s history, resulting in over $1M in pipeline, 100 new opportunities tied to the launches, and the most employee social shares

●Directed Release Marketing process at Salesforce for new feature releases which included providing the strategic direction and producing 11 high production videos, each with 2,000-3,000 average views: http://bit.ly/2rYs6P2

oResponsible for enabling 20,000 Salesforce employees on Salesforce releases

●Implemented new Release Marketing process at Salesforce Marketing Cloud; owning ALL marketing efforts around product releases, touching 7,000 employees and over 15,000 customers

●Produced and promoted the top pipe generation producing customer webinar at Marketing Cloud for customers

●Responsible for the biggest jump in Net Promoter Score for Marketing Cloud customers for release communications

●Received Adayana Sales Achievement Award 2014 (outstanding performance in sales for entire company)

PROFESSIONAL EXPERIENCE

Indigo Ag, Boston, MA September 2022 – July 2023

Director, Product Marketing

●Owned the GTM strategy for the Market+ Merchandise product: refreshed messaging/positioning, pricing/packaging, competitive intel, product launches (managing cross-functional teams), enablement, collateral, website, demo videos, etc.

●Pioneered a new pricing and packaging rollout, including enabling the customer facing teams

●Managed Product Marketing team

●Doubled the number of Merchandise new customers onboarded

●Developed new free trial program for a feature of Merchandise to encourage prospects to try the software; managed a cross-functional team of marketing, finance, legal, sales and product to execute this trial; and produced a new SOP; resulted in a 24% open rate on the promotional email and exceeded our goal in trial sign-ups

●Partnered with product to develop an enterprise SaaS selling model for commercial team

Terminus, Indianapolis, IN August 2020 – June 2022

Senior Director, Product Marketing

●Owned the Terminus GTM strategy for ALL products: messaging/positioning, pricing/packaging, competitive intel, product launches (managing cross-functional teams), enablement, collateral, website experience, demo videos, etc.

●Pioneered a new pricing and packaging rollout, including enabling the entire organization

●Developed a new competitive intel process and coached our AEs

●Developed a new tired structure for our product launches, including a new process for all the GTM teams

●Managed Product Marketing team

Tangoe, Indianapolis, IN (Previously MOBI) April 2019 – August 2020

Product Marketing Manager: Tangoe Mobile

●Responsible for connecting Tangoe Mobile’s product strategy to the tactics needed to drive success in sales and marketing to achieve results

●Own Tangoe Mobile messaging and positioning for the market, strategy and execution of sales enablement materials (helping reps to close more deals), website copy, marketing collateral, demo videos, and customer stories

●Own and manage all aspects of marketing campaigns for Tangoe Mobile, including messaging, content creation, social media advertising, and creative direction. Manage cross-functional team responsible for generating $3.5M in pipe.

●Plan the launches of net-new products and releases of existing products, and manage the cross-functional implementation of the plan

●Pioneering new process for documenting idea to actual feature development, ways to improve, and creating new structure for external feature naming

Self-Employed July 2018- April 2019

Product Marketing Consultant

DemandJump Indianapolis, IN Sept 2017- July 2018

Director, Product Marketing

●Developed and executed strategic marketing plan and all marketing activities for $4.5M scale-up

●Managed a team of both marketing professionals and Business Development Representatives (BDRs), direct reports (4)

●Responsible for driving 50% of total bookings for the business

●Owned messaging and positioning for the market, strategy and execution of sales enablement materials, lead generation, website, demo videos and customer stories

●Consistently met our goal of over 150 marketing qualified leads per month with an MQL to SQL conversion rate of over 25% (we are bringing in high quality leads that are making it through the funnel)

●Developed an entirely new outbound sales process for the BDRs which resulted in the scheduling of meetings from cold calls within the first week of the process implementation

Salesforce Indianapolis, IN (Marketing Cloud, previously ExactTarget) 2014- 2017

Senior Product Marketing Manager and User Group Program Manager

●Served as a valued business partner and advisor to all product teams around releases

●Developed content, presentations, and impactful employee enablement for our releases, including sales, support, services and subject matter expert teams

●Managed cross-functional teams, including Product, Customer Support, Product Marketing, and Release Management to accomplish company-wide release goals

●Instrumental in leading Marketing Cloud User Group customer program, including 30 groups in the U.S. and internationally, over 1,000 members

●Developed product training and trained employees for the Hands-On Workshop at Connections 2016, which showcased our top products: over 700 people in attendance

●Managed tier 1 product launches from start to finish, including operational and go-to-market strategy

●Developed Release Marketing Process for Marketing Cloud, driving customers to adopt our new products/features through effective marketing and enablement efforts (https://www.salesforce.com/blog/authors/audra-zechman)

●Developed large-scale product release enablement program for Salesforce sales teams, targeting over 7,000 AEs

●Certifications: AnalyticsMC Data Champion; Pragmatic Marketing

Adayana, Indianapolis, IN 2011- 2014

Senior Business Analyst/Business Development Manager (March 2013-February 2014)

●Business Development Manager:

oReceived Adayana Sales Achievement Award 2014 (outstanding performance in sales for entire company)

oGenerated a consistent and profitable revenue stream for Adayana through personal selling and account development, generating project revenues of $100,000 - $500,000 with a 60% margin

oDeveloped strong, profitable relationships with large clients such as Ascension Health, Masco and Delta Faucet

oServed as trusted advisor to C-suite level clients and managed stakeholder relationships for various clients

●Senior Business Analyst:

oSuccessfully lead and executed large projects, met every project goal of + or – 3% profit margin; served as primary client-facing contact; clients include Pfizer Animal Health, Monsanto and Pepsi; managed a team of analysts—allocated tasks, provided direction, and delivered constructive feedback

oAuthored/published thought leadership white paper titled Developing an Integrated Marketing Strategy

oCo-facilitated a Consulting Boot Camp training class for new hires

oEditor-in-Chief of the company-wide Newsletter: Adayana in Action

oFilmed a Consulting video interview for the Indiana Kelley School of Business

HAVI Global Solutions, Downers Grove, IL 2009- 2011

Senior Business Marketing Analyst (Marketplace Analytics Department, MPA)

●Directed new Mission and Vision Project to customize MPA’s vision to align with overall HAVI Mission and Vision

●Managed McDonald’s international business by owning and executing the entire promotion process

●Lead the promotion process from start to finish: wrote SAS code to extract and mine POS data; analyzed and transformed from raw data into valuable insights; compiled insights into a visual representation and story for the client; and presented recommendations to the client to help make proactive business decisions

EDUCATION

Northwestern University, Evanston, IL 2007-2008

Master of Science, Integrated Marketing Communications

Indiana University, Bloomington, IN 2002-2006

Bachelor of Arts, Journalism Minor: Spanish

ACTIVITIES AND HONORS

●Associate Editor for the Journal of Integrated Marketing Communications 2008

●Member of HAVI WISE Women’s Leadership Committee 2009-2010

●Big Brother Big Sisters (Indiana) Mentor 2012- 2018

●Organized Habitat for Humanity Day of Service at Adayana 2012-2013

●Office Assistant, Muscular Dystrophy Association Aug – Dec 2018

●Key Spouse, United States Air Force February 2020 - Present

●Muscular Dystrophy Association Advocate March 2020 – Present

●Indy Marketers Events Committee March 2023 - Present