



Angelica Vargas

Product Marketing Manager

As a Senior Product Marketing Manager, I bring extensive experience in go-to-market (GTM) strategies and product launches. I have a proven track record of enhancing marketing and pricing strategies through data-driven insights and advanced analytics. I'm skilled at conducting customer development (custdev) interviews, building strong customer relationships, and communicating effectively. I excel at leading cross-functional teams to achieve product success and high customer satisfaction. I'm passionate about innovation and delivering impactful solutions in dynamic environments.

Experience

2023 - Present

Junica.io | Europe

Product Marketing Manager | Director of Strategic Partnerships & Alliances

As Product Marketing Manager and Director of Strategic Partnerships & Alliances at Junica, a SaaS startup with a low-code platform, my primary goal was to lead the launch of our Europe-based product into the U.S. market. To achieve this, I developed go-to-market strategies, created target personas, and tested messaging to ensure a strong product-market fit, which contributed to a 15% increase in market penetration. With a background in startups, I built customer relationships that informed product improvements, collaborated with cross-functional teams for seamless launches, and analyzed market trends to refine our product positioning and pricing. I also participated in and hosted webinars, demos, and discussion panels to engage potential clients and deepen our market presence.

2018 - 2023

Wishpond Technologies Ltd. | Vancouver, Canada

Head of Investor Relations Marketing | Marketing Strategist

At Wishpond Technologies, I started as a Marketing Account Manager and was later promoted to Account Director, where I led a team of account managers and developed marketing campaigns for our clients. I then transitioned to Head of Investor Relations Marketing, focusing on keeping our investor materials—such as the website and investor deck—up to date, conducting outreach calls to promote Wishpond stock, and moderating Wishpond's quarterly webinars. I also supported marketing efforts for corporate events and assisted in the application process for Ali Tajskandar's Entrepreneur of the Year submission, in which he was awarded runner-up.

2014 - 2018

ConsiiSA | Ciudad de Mexico, Mexico

Customer Success & Marketing Manager

At ConsiiSA in Ciudad de Mexico, Mexico, I initially worked in international sales before transitioning into a customer success role. As the Customer Success & Marketing Manager, I developed and managed initiatives that significantly improved customer retention and satisfaction. I collaborated closely with sales and product teams to identify and address customer needs, driving targeted product enhancements and ensuring alignment with market demands. Additionally, I implemented strategic digital marketing campaigns that boosted brand awareness and increased engagement with our customer base, helping to strengthen the overall brand presence.

References

Noe Demelchiorre

Former Chief Product Officer | Junica.io

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Senior Account Director | Needlestack

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Queen Creek, Arizona
USA

Education

2021

International Marketing B.S. Degree
UnADM, Mexico

2012

Criminal Justice
Arizona State University

Certifications

- Product Analytics | Pendo.io
- Google Analytics Advanced
Google Ads Display, Search & Measurement | Google
- Email marketing, Inbound marketing | HubSpot
- Research Fundamentals Flows | SMstudy
- Marketing Strategy | SMstudy

Language

English - Fluent

Spanish - Fluent