

# ALEKSANDRA TODOROVA

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## FOUNDING MARKETING LEADER | POSITIONING, MESSAGING & GO-TO-MARKET

Marketing leader with 20+ years building brand, communications, and content functions from zero at high-growth B2B SaaS companies; defining positioning and messaging for complex technical products and translating technical capabilities into clear value propositions that drive adoption.

### PROFESSIONAL EXPERIENCE

#### COALESCE | Senior Director, Content Strategy & Corporate Communications

2022 - 2026

First senior marketing hire at data transformation platform. Built brand, communications, and content functions, defining messaging and external narrative to enable brand recognition and growth.

##### **Positioning, Messaging & Category Creation:**

- Defined product positioning and messaging for complex technical product entering crowded market, translating AI-powered data transformation capabilities into value propositions for technical and business audiences
- Evolved narrative as company scaled from Seed through Series B, continuously refining messaging to support enterprise expansion and new product launches
- Created messaging frameworks and positioning documents ensuring consistency across all customer touchpoints, marketing materials, and sales conversations

##### **Customer Marketing:**

- Created customer storytelling engine: 25+ case studies, 15+ video testimonials, and 50+ referenceable accounts providing sales team with proof points; several customers directly cited peer stories as deciding factor in vendor selection
- Built Greatest of All Transformers (GOAT) Awards customer recognition program generating organic social media buzz and pipeline of customer advocates

##### **Thought Leadership & Content Strategy:**

- Shaped thought leadership alongside CEO and founders, creating flagship programs: The Data T podcast featuring industry executives, annual Data Trends research report, and Greatest of All Transformers Awards
- Created all external communications including blog posts, product announcements, email campaigns, and social content

##### **Building Brand & Content Function:**

- Built brand and communications infrastructure from zero: established messaging frameworks, content processes, and editorial workflows that scaled with company growth
- Managed team of full-time employees, contractors, and agency partners

- Balanced strategic planning with hands-on execution: defined go-to-market strategy while writing copy, building decks, and shipping materials at pace

**SNOWFLAKE** | Senior Content Marketing Manager

2018 - 2022

Built and scaled content operations for cloud data platform during hypergrowth from \$15M to \$300M+ ARR and IPO, supporting product launches and go-to-market initiatives.

- Developed content strategy supporting enterprise expansion, translating complex cloud infrastructure and AI/ML capabilities into accessible narratives for diverse audiences
- Created high-impact content across formats including customer stories, thought leadership, solution briefs, product announcements, and viral campaigns generating millions of views
- Collaborated cross-functionally with Product Marketing, Corporate Communications, Sales, and Developer Relations teams to align content with business priorities and product launches
- Operated in fast-paced, high-growth environment managing stakeholder relationships across multiple geographies during public company transition
- Established content delivery systems and workflows that scaled with rapid organizational growth

**TANDEMS (SIGFIG)** | Editorial Director

2014 - 2015

First marketing hire at fintech startup. Built brand, content, and communications function from zero.

- Defined positioning and messaging for robo-advisor platform targeting financial advisors
- Built team of freelance writers, designers, and agencies for content and brand programs
- Launched content partnerships with AOL Daily Finance and US News & World Report
- Created data-driven research reports generating earned media coverage (CNBC, Business Insider, MarketWatch)

**VISUAL.LY** | Editorial Director

2011 - 2014

First marketing hire at content creation platform serving Fortune 500 clients. Built go-to-market strategy, positioning, and all marketing materials from scratch (acquired by Scribble Technologies/Rock Content).

- Defined product positioning and messaging for new-to-market product, creating all sales and marketing materials
- Built and managed operations supporting 200+ freelance content creators, establishing scalable processes and quality standards

- Worked directly with Fortune 500 clients including Cisco, Intel, CBS, Yahoo, Zillow, Oracle on content strategy and brand positioning
- Led all external communications and company blog

## **EARLIER EXPERIENCE**

**Strategic Content Marketing Advisor** (2015-2018): Advised B2B SaaS startups (Strava, Credit Sesame, QA2L) on positioning, messaging, and go-to-market strategy; generated earned media coverage (Bloomberg, Yahoo Finance, USA Today)

**Mint.com (Intuit) Editor** (2010-2011): Led content for PLG fintech platform; grew traffic 3x, won OMMA award 2x, managed 20+ writers

**Dow Jones Senior Writer** (2003-2010): Financial journalist with exceptional writing skills and ability to translate complex topics

## **EDUCATION**

**New York University** | Master of Arts, Journalism

**American University in Bulgaria** | Bachelor of Arts, Journalism & Mass Communications; Political Science