

# BRIAN FRANKLIN

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## EXPERIENCE

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### Hiro Systems

Product Marketing Partner

Chicago, IL

July 2022-Sep 2023

- Developed a comprehensive playbook and template for go-to-market launches focused on developers in the Stacks and Bitcoin blockchain ecosystems
- Spearheaded the organization's first major cross-functional product launch, surpassing adoption targets by more than 1,000%
- Conducted a comprehensive user funnel audit to identify critical gaps and issues, to better align product and marketing team objectives
- Provided insightful competitive research encompassing companies, industry innovation, and pertinent news, in a monthly report
- Wrote monthly technical blog posts highlighting all product releases and feature upgrades
- Utilized qualitative and quantitative data analysis to construct ideal customer profiles

### Zendesk

Senior Product Marketing Associate

Chicago, IL

Sep 2021-July 2022

- Planned, led, and executed product launch and marketing campaigns for newly released features
- Built actionable go-to-market and marketing campaigns based on business data analysis
- Trained commercial and enterprise sales teams on new product and feature launches
- Conducted engaging quarterly webinars across multiple topics

### Zendesk

Product Marketing Associate

Chicago, IL

Sep 2018-Sep 2021

- Communicated product value to sales team and developed assets to support sales process
- Created product positioning and messaging to differentiate our product in the market and expand visibility
- Interviewed customers and created referenceable stories and use cases
- Assisted Director of PMM with market research to help hone ideal customer and target audience for sales teams
- Wrote a demo script to provide new hires with baseline product knowledge and teach them how to demo our product

### Base CRM (Acquired by Zendesk 09/2018)

Growth Marketing Associate

Chicago, IL

Jul 2018-Sep 2018

- Worked closely with the Director of Marketing to implement and create new top of funnel growth campaigns
- Created and implemented a program to increase user-submitted reviews to review sites in an effort to improve product positioning in the market
- Surveyed current customers to gain insights into the uses, benefits, and potential shortfalls of the product
- Create datasheets based on insights gained from customers to better position our product against competitors

### Chicago Wolves

Inside Sales Representative

Glenview, IL

Jul 2017-May 2018

- Made a minimum of 70 outbound calls daily to prospective customers
- Identified customer needs and assisted them by recommending the best ticketing package

### Ticket Monster

Marketing Manager

New York, NY

Nov 2016-Jun 2017

- Planned and executed email marketing campaigns to generate sign-ups and ticket sales
- Analyzed comprehensive email campaign statistics to optimize campaign efficiency and identify potential areas for improvement and expansion.
- Collaborated in the development and execution of personalized email marketing strategies, tailoring content to individual customers based on their preferences and buying behaviors.

## EDUCATION

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Seton Hall University, Stillman School of Business

Bachelor of Science in Business Administration

South Orange, NJ

May 2016