LIBIN FAN

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PROFILE

Product Marketing leader with 7+ years building GTM strategies from scratch for early-stage B2B SaaS, EdTech, and AI startups. Proven ability to define positioning, craft messaging, and execute full-funnel campaigns that drive product-market fit. Hands-on content creator (copy, video, landing pages) with AI-native workflow (ChatGPT, Claude, Gamma) that enables one marketer to deliver the output of three.

SKILLS

Product Marketing & GTM: Product Positioning | Messaging Strategy | Go-to-Market Planning | Product Launch | Buyer Personas | Competitive Intelligence | Market Research

Content & Campaigns: Full-Funnel Content (Blog, Email, Case Study, Webinar) | Landing Pages | Thought Leadership | Copywriting | Social (TikTok, LinkedIn, YouTube)

Sales Enablement & Tools: Pitch Decks | Battle Cards | Demo Scripts | HubSpot | Google Analytics | Figma | Canva | Webflow

AI-Native & Analytics: ChatGPT | Claude | Jasper | Gamma | Python | SQL | A/B Testing | n8n (Automation) | Marketing Attribution

EXPERIENCE

Bioby AI (Creator Economy Tech Platform)
Remote, US-based
Product Marketing Lead & Co-founder
Jan 2025 – Present

- Owned the **0-to-1 GTM strategy**—defined product positioning rooted in customer pain-point analysis, because in a nascent market with no playbook, messaging built on genuine user insight was the only path to organic traction without paid spend.
- Engineered an **AI-native marketing workflow** (Python, n8n, ChatGPT, Claude) to automate content production, A/B test 50+ creative variants, and build landing pages—enabling a solo marketing function to produce the output of a full team, reducing CAC by 60% while improving CVR by 35%.
- Created **sales enablement materials** (pitch decks, one-pagers, demo scripts) and multi-channel content campaigns that translated complex AI features into clear value propositions, generating qualified enterprise leads and supporting the sales pipeline from positioning through close.

Freelance (B2C, EdTech, & AI Startups)
Dallas–Fort Worth, TX
GTM & Product Marketing Consultant
Jan 2019 – Present

- Defined and executed **end-to-end GTM strategies** for 15+ early-stage brands (including EdTech and GenAI tools)—because startups at the 0-to-1 stage need a strategist who can write the entire playbook, not just execute a slice of it.
- Led **full-funnel content strategy and campaign execution** across TikTok, Instagram, YouTube, and LinkedIn—from creative briefing and buyer persona development through A/B testing and performance tracking—writing compelling copy, building landing pages, and presenting to leadership all in the same week.
- Conducted **customer interviews and competitive intelligence** to continuously refine positioning, building feedback loops between product, marketing, and customers that ensured messaging resonated and evolved with the market.

University at Albany, SUNY – Department of Sociology
Albany, NY
Graduate Research Assistant (Customer & Market Intelligence)
Aug 2019 – Jul 2025

- Applied **advanced analytical methods** (Python, SQL, mixed-methods) to process large-scale behavioral datasets, synthesizing findings into actionable buyer personas, market segmentation strategies, and compelling data visualizations (Tableau) for non-technical stakeholders.

Guangxi Minzu University
China
Media Lab Manager & Content Strategist
Sep 2014 – Jul 2019

- Built a **content marketing operation from scratch**—defined SOPs and multi-channel thought leadership, implemented data-driven content strategies that increased audience engagement by 15%.

FleishmanHillard
Shanghai, China
Account Executive
Sep 2012 – Jul 2013

- Managed **brand positioning, media outreach, and PR campaigns** for Tier-1 global clients (Philips, Samsung), crafting compelling brand narratives and securing high-value media placements while coordinating cross-functional teams in a fast-paced agency environment.

EDUCATION

PhD Sociology (Data Analytics) | University at Albany, SUNY (Exp. 2026)   UX Design Certificate | Cornell University (2025)
MA Communication | Hong Kong Baptist University (2014)   BA Business Administration | Shanghai Intl Studies University (2012)