

# TALIA ARMATO-HELLE

## CONTACT



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Seattle, WA

## SPECIALTY SKILLS

- ◆ People Management
- ◆ Cross-functional leadership
- ◆ Product positioning and strategy
- ◆ Collaborative project management
- ◆ Research, data analysis, and reporting
- ◆ Budget ownership and vendor management

## EDUCATION

BA | UNIVERSITY OF MINNESOTA

## EXPERIENCE

### SENIOR PRODUCT MARKETING MANAGER | GITHUB

May 2022 — May 2023

- ◆ Orchestrated multiple core products with a focus on collaboration and planning resulting in an average increase in monthly active users across GitHub and GitHub Mobile up to 2% during launches.
- ◆ Developed feature placement and pricing strategy to increase paid services and overall new monthly active users.
- ◆ GitHub Projects general availability GTM and ongoing campaigns that resulted in a 5% week over week increase of users and long term engagement.
- ◆ Led the product marketing for GitHub during the Copilot X combined launch with Microsoft showcasing what is possible with AI throughout the developer lifecycle.

### MANAGER, TRADE MARKETING | HASBRO—WIZARDS OF THE COAST

October 2015 — March 2022

- ◆ People manager of team of 4, responsible for delivering 5-10% increase in sales with each product release driven by strategy of omni-channel marketing through hobby retail, mass market, and e-commerce.
- ◆ Developed strategic B2B retail marketing programs resulting in *Magic: The Gathering* being a top franchise brand, alongside Monopoly, and generating a billion dollar revenue stream.
- ◆ Created customer lifecycle program strategy that led to year over year growth of 5-20% in overall revenue in the Hasbro Gaming category.

### MARKETING COMMUNICATIONS MANAGER | CYPRESS SEMICONDUCTOR

September 2011 — September 2015

- ◆ Created B2B global messaging strategies leading to new developer outreach with an increase of 10% in unit sales and 30% new customer leads.
- ◆ Managed international tradeshow presence leading to partnerships in influencer marketing that increased new adoption and integration in emerging products.
- ◆ Drove GTM plans for two of four main business units of the company product offerings with consistent success of 80-110% of outlined goals for each launch.