

TALIA ARMATO-HELLE



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Seattle, WA, USA

EXPERIENCE

Senior Product Marketing Manager | GitHub

May 2022—May 2023

- Spearheaded the launch of multiple core products, emphasizing collaboration and planning utilizing AI, resulting in an average increase in monthly active users across GitHub and GitHub Mobile up to 2% during launches.
- Conducted market research to develop appropriate feature placement and pricing strategy, driving an increase in paid services and overall new monthly active users.
- Successfully executed GitHub Projects general availability Go-To-Market (GTM) and ongoing campaigns, achieving a 5% week-over-week increase of users and long term engagement.
- Led the product marketing strategy for GitHub during the Copilot X combined launch with Microsoft, showcasing AI's potential throughout the development lifecycle.

Manager, Trade Marketing | Hasbro—Wizards of the Coast

October 2015—March 2022

- Managed a team of 4, responsible for delivering 5-10% increase in sales with each product release through omni-channel marketing strategies.
- Developed strategic B2B product launch plans, making *Magic: The Gathering* being a top premium franchise brand, alongside Monopoly, and generating a billion dollar revenue stream.
- Created customer lifecycle program strategy, leading to year over year growth of 5-20% in overall revenue in the Hasbro Gaming category.
- Revamped the WPN (Wizards Play Network) brand logo and website in 2022 resulting in a better user experience, reducing page exits by 30%.

Marketing Communications Manager | Cypress Semiconductor

September 2011—September 2015

- Created B2B global messaging strategies, leading to a 10% in unit sales and generating 30% increase in new customer leads.
- Managed international tradeshow presence, resulting in partnerships in influencer marketing that increased new adoption and integration in emerging products in IoT (Internet of Things), BLE (Bluetooth Low Energy), and NRAM (non-volatile random-access memory).
- Drove GTM plans for Programmable System on Chip and Memory business units, consistently achieving 80-110% of outlined goals for each launch.

EDUCATION

BA | University of Minnesota

SPECIALTY SKILLS

- Cross-functional Leadership
- Product Positioning and Strategy
- Product Marketing Management
- Research, Data Analysis, and Reporting
- Budget Ownership and Vendor Management