



TALIA ARMATO-HELLE

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 Seattle, WA, USA

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.
- Conducted market research to develop appropriate feature placement and pricing strategy, driving an increase in paid services and overall new monthly active users.
- Executed GitHub Projects general availability GTM and ongoing campaigns, achieving 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 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 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.

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.
- Drove GTM plans for two of four main business units, consistently achieving 80-110% of outlined goals for each launch.

EDUCATION

BA | University of Minnesota

SPECIALTY SKILLS

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