# TALIA ARMATO-HELLE

***Leading by example to show you endless possibilities.***

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## SPECIALTY SKILLS

◆ Partner Marketing
◆ Product Positioning
◆ Market Research
◆ Data Analysis and Reports
◆ Budget Ownership
◆ Storytelling
◆ Team Leadership
◆ Integrated Strategy

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## 🏆 AWARDS

**Tagie (Toy & Game International Excellence) Award**
**Issued by People of Play**
November 2022

Awarded Most Innovative Supplier of the Year. Partnering with R.R. Donnelley creating a new marketing distribution service for the Wizards Play Network.

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## EDUCATION

**BA | University of Minnesota**
Minneapolis · Twin Cities

## EXPERIENCE

**Senior Product Marketing Manager | Microsoft · GitHub**
May 2022–May 2023

Shaped AI product strategy for GitHub Copilot X through market analysis, driving global adoption and developer engagement.

Executed go-to-market strategies for GitHub Projects, boosting engagement by 5% week-over-week through data-driven campaigns.

Partnered with legal, product, and marketing teams to create compliance-ready positioning frameworks for emerging technologies.

Delivered messaging and educational initiatives to enhance understanding of AI-powered developer solutions.

**Manager, Trade Marketing | Hasbro · Wizards of the Coast**
October 2015–March 2022

Directed global marketing strategies for Magic: The Gathering, driving billion-dollar revenues and positioning it as a leader in premium gaming.

Built a global grant program for Wizards Play Network, achieving a 20% increase in top-tier store designations and 450% sales growth in that segment.

Led product launches, managing narratives and cross-functional alignment to deliver impactful results on time.

Established centralized tracking systems to measure and optimize long-term launch impacts.

**Marketing Communications Manager | Cypress Semiconductor**
September 2011–September 2015

Executed global Go-to-Market strategies for Internet-of-Things and Bluetooth-Low-Energy technologies, exceeding launch metrics by 110%.

Collaborated with cross-functional teams to deliver clear messaging for programmable solutions, driving adoption and sales growth.

Streamlined processes to improve communication and ensure successful execution of large-scale product launches.