

Jainam Gandhi

Product Marketing Manager

Philadelphia, PA | 610-864-8823 | hi@heyitsjainam.com | [My LinkedIn](#) | [My Portfolio](#) | [My Blogs](#)

SUMMARY

Marketer with 7+ years of experience turning features into compelling narratives that drive demand, adoption, & growth. Specialized in distilling insights to craft go-to-market strategies with crisp positioning & messaging that connects emotionally & converts effectively. Known for fast execution in ambiguous environments, energizing cross-functional teams, a bias towards clarity, & a relentless focus on customer pain points to deliver marketing that moves the needle. Good marketing makes you think. Great marketing feels familiar. Experience it → [HeyItsJainam.com](https://heyitsjainam.com)

SKILLS & TOOLS

Skills: Positioning, Messaging, Buyer Persona, Sales Enablement, Customer and Market Research

Surveys & Research: Typeform, Google Forms, SurveyMonkey, Qualtrics

Web & Traffic Analytics: Google Analytics (GA4), Mixpanel

Go-To-Market Planning & Roadmapping: Notion, ClickUp, Miro

CRM: Salesforce, HubSpot CRM,

Email Marketing: Mailchimp

SEO and SEM: SEMrush

Ad Platforms: Google Ads, Meta Ads Manager, LinkedIn Ads

Keyword Research: Google Keyword Planner

Collaboration: Microsoft Office, Google Workspace, Slack, Zoom, Sharepoint

Content Creation: Canva, Figma, Adobe Creative Suite, Grammarly

A/B Testing & Optimization: Optimizely, VWO

Social & Scheduling: Buffer, Hootsuite

WORK EXPERIENCE

Strategic Planning Manager, Marketing

Minaris Therapies

October 2023 - Present

Philadelphia, PA

- Built quarterly marketing roadmaps by aligning campaign schedules with business goals, GTM windows, and team capacity, enabling 3 cross-functional teams to launch 14 planned programs on time.
- Created detailed market sizing and growth reports using internal CRM exports, competitive benchmarks, and trend data, used by leadership to prioritize 6 market segments for upcoming campaign focus.
- Built Excel-based performance dashboards with inputs from ad platforms, CRM, and web analytics to review campaign effectiveness weekly, used to optimize 12 campaigns with clear underperforming assets.
- Coordinated with 3 regional teams to collect local campaign inputs and convert into a single execution calendar, which supported launch of 6 coordinated product pushes within one quarter.
- Worked with analytics team to define 5 campaign performance tags (high/low ROI, lead quality, asset fatigue), then added those tags across 37 past campaigns to guide future asset reuse.
- Set up a central briefing format for campaigns by unifying intake fields across teams, which sped up cross-functional approvals and supported delivery of 9 campaigns from brief to launch.
- Forecasted quarterly demand signals by combining past lead gen velocity, sales cycle data, and campaign timing, enabling marketing and ops to align 3 major batch runs with outreach pushes.

Marketing Manager

Jewelora Studio

April 2019 - June 2021

Mumbai, India

- Defined multi-channel GTM strategy for a feature roll out by aligning product capabilities with customer pain points through persona research and usage analysis, resulting in 14,000 qualified leads captured over a 24-month period.
- Repositioned messaging & pricing for a low-adoption product tier across 9 nurture campaigns by mapping customer objections, win/loss analysis by reviewing 40+ past campaign response logs & sales feedback notes.
- Ran 3 A/B tests across homepage language and in-product CTAs by collaborating with product and design to test tone and phrasing variations, resulting in 1,500 additional click-throughs on high-intent buttons.
- Restructured site navigation by analyzing browsing data from 200+ user sessions & identifying drop-offs, friction points & bounce behavior found resulting in 90 seconds increase in average session time on revised content pages.
- Created a bundled pricing plan by analyzing user behavior patterns and identifying frequently paired features, adding \$58K in monthly recurring revenue.
- Paused low-performing ads and focused on high-converting channels by leveraging weekly lead quality reports and budget pacing reviews, lowering cost per customer by \$38.

- Identified top user complaints via surveys and support data and addressed them through targeted follow-up campaigns, improving NPS from 55 to 61.
- Pitched product launches to relevant outlets and coordinated influencer outreach during key campaigns, securing 12 media placements and 3 influencer mentions.

Marketing Specialist

July 2017 - March 2019

Jewelora Studio

Mumbai, India

- Managed social media calendar to plan audience-aligned targeted campaigns by grouping offerings based on observed buyer behavior to improve targeting relevance resulting in ~7000+ leads generated across 20 campaign cycles.
- Interviewed 50+ customers alongside sales reps by documenting qualitative insights such as their tone, pain points into 4+ key buyer personas contributing to refining of 15+ messaging set & targeted outreach for 20+ campaigns.
- Created messaging frameworks to guide campaign content by mapping value proposition to personas & funnel stages reducing bounce rates of landing page by 30% & ~2x increase in average time-on-page for persona-targeted content.
- Conducted quarterly audits of SEO and on-site content using keyword tracking and funnel-stage analysis, resulting in 30 content updates that increased 200+ direct form submissions that were routed to sales for follow-up.
- Created sales enablement playbook, guides, battlecards, talk tracks, & FAQs for sales teams by translating campaign messaging & win/loss insights from previous campaigns, improving 100+ monthly pre-sales conversations.
- Created monthly insights decks by analyzing campaign performance, buyer behavior and feedback, and cross-channel data to guide persona targeting, message and positioning refinement, and channel strategy.

Marketing Coordinator

July 2016 - June 2017

Jewelora Studio

Mumbai, India

- Coordinated campaign asset production schedules by collaborating with design and copy teams using a centralized tracker, ensuring on-time execution of 12 cross-channel campaigns with zero delivery delays.
- Compiled competitor intelligence inputs from email campaigns, landing pages, and social posts to support positioning research, enabling creation of 3 differentiated planning briefs used in strategy reviews.
- Maintained marketing content library by organizing over 200 assets, tagging by funnel stage and use-case, leading to 35+ internal content requests fulfilled without turnaround delays.
- Assisted with updating and formatting sales enablement tools such as product one-pagers and case studies using collaborative feedback, resulting in 5 new collateral pieces used by sales in 20+ prospect calls.
- Tracked email and web campaign performance by pulling data from analytics dashboards weekly, contributing to 15 data-backed performance summaries used to optimize upcoming campaign content.
- Managed event logistics including vendor coordination, promotional materials, and registration tracking, supporting successful execution of 7 events that attracted 1,100+ total attendees and 600+ MQLs.

INTERNSHIP EXPERIENCE

Market Research Analyst

January 2022 - December 2022

Pennsylvania State University

State College, PA

- Performed comparative analysis of 5 existing solutions and conducted interviews with 60+ end users across target industries to identify unmet needs, determine the feature gap and translate into product differentiation opportunities.
- Compiled a 15-page research report synthesizing user insights, competitive findings, & secondary data.

EDUCATION

Master of Science, Engineering Management

August 2021 - May 2023

The Pennsylvania State University

State College, PA

- Recipient of Musser Scholarship for academic excellence in International Cultural Studies (2023).
- Recipient of Musser Scholarship for academic excellence in Entrepreneurial and Leadership Studies (2022).
- GPA: 3.74/4.00 | Graduated with honors in the top 10% of the class.
- Courses Pursued: Strategic thinking, Data-driven decision-making, Product management, Business analytics, Organizational leadership, Project Management

Bachelor of Engineering, Electronics & Telecommunication

August 2013 - June 2017

Mumbai University

Mumbai, India

- Co-founded and led campus literary club, managing a 14-member team to plan and market 5+ high-engagement events, driving student participation through branding, content, and promotional strategy. (2016)