

Jainam Gandhi
Product Marketing Manager
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SUMMARY

Why I do what I do: Marketer with 5+ years of experience fueled by the belief that great marketing begins with empathy and clarity, to uncover real customer pain points & turning them into opportunities. Experienced at crafting marketing materials & sales enablement assets grounded in thorough and deep research (customers, market and competitor) & uniform messaging across all materials. Known for building scalable, executable & repeatable marketing frameworks & impactful go-to-market strategies. Skilled at translating data & highly technical product features into clear, benefit-driven narratives that resonate with potential prospects, nurture leads & drive demand. Passionate about enabling & coaching sales teams with accessible, actionable content that improves conversations & accelerates conversions.

WORK EXPERIENCE

Product Marketing Manager <i>Minaris, USA</i>	October 2023 - Present <i>Philadelphia, PA</i>
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Influenced ~\$10M+ pipeline & \$5M+ ARR growth for B2B life sciences SaaS platform by managing campaigns for end-to-end launches for ~15 major features by collaborating with sales, marketing, product development, legal & content creation team.

Business Impact Influenced:

- Managed launch calendar by aligning seasonal demand curves, product readiness milestones & creative asset timeline, ensuring timely creation of sales and marketing materials for pre-launch, launch, & post-launch activities.
- Generated 1,200+ MQLs and drove +65% organic traffic growth YoY by creating 30+ TOFU marketing materials like SEO-optimized blog posts, long-form articles, explainer videos, landing pages & thought-leadership reports.
- Improved MQL-to-SQL conversion by 22% and engagement quality by developing content for 6 webinars, 10 case studies, nurture email campaigns, 3 white papers, comparison pages, one pagers.
- Increased win rate by 8% by equipping 20+ sales rep with sales enablement materials including competitive battlecards, ROI calculators, proposal decks, customer success stories, objection handling guide, discovery questions.

Tasks Undertaken:

- Conducted in-depth customer research to uncover key pain points & adoption barriers by interpreting CRM data of existing customers, gathering demographic & firmographic data, conducting 40+ customer interviews & surveys, reviewing support tickets, analysing web analytics reports & reviewing 100+ sales call transcripts & win/loss reports.
- Conducted thorough competitive research to identify unmet needs by auditing 4 direct & 10 indirect competitor's websites (structure, copy, CTAs), competitor's TOFU and MOFU activities, product demos & pricing pages.
- Conducted market research to identify whitespace opportunities by reviewing 25+ industry & analyst reports, emerging market trends, conference proceedings & news and press releases.
- Created 4 core personas to personalize messaging by leveraging customer research data, voice of customer data & customer journey mapping.
- Defined ideal customer profile (ICP) to position product strategically by gathering data on firmographic data, technographic stack (tools, platforms, integrations used), organizational data (buying committee size and structure).
- Created positioning framework & messaging playbook to develop funnel-specific assets consolidating product features, brand guidelines & narrative pillars, customer research, value propositions, vision & mission statements.
- Developed TOFU & MOFU marketing materials to create awareness & nurture leads by defining an SEO & keyword strategy, a content strategy aligned with positioning and messaging framework, customer research, market insights, competitive research, compiling customer success data, common objections & questions from prospects.
- Developed BOFU sales enablement materials to close deals by analysing closed-won & closed-lost deal analyses, sales call recordings & transcripts, objection-handling data, proposals, quotes & demo feedback.

Market Research Analyst <i>Pennsylvania State University</i>	January 2022 - December 2022 <i>Philadelphia, PA</i>
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- Performed comparative analysis of 5 products 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.

Marketing Specialist**July 2017 - June 2021*****Jewelora Studio******Mumbai, India***

Drove on-time execution of 20+ launch activities for B2B ERP platform by coordinating with product, sales & marketing to create a GTM playbook for feature launches to document objectives, target segments & success metrics. Improved adoption & win-rate (+14%) while reducing churn (-9%), generating 1500+ MQLs YoY & driving \$100K+ ARR.

TOOLS

HubSpot | Highspot, Seismic | Gong | Crayon | Wynter | Hotjar | Google Analytics (GA4) | Notion, Monday, Asana, Miro | Typeform, Google Forms, SurveyMonkey, Qualtrics | Mailchimp | Google Ads, Meta Ads Manager, LinkedIn Sales Navigator | Google Keyword Planner | Canva, Figma, Adobe Creative Suite | Optimizely | Buffer, Hootsuite | SEMrush

EDUCATION**Master of Science, Engineering Management****August 2021 - May 2023*****Pennsylvania State University******State College, PA***

Courses Pursued: Cultural Analysis, 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***