Jainam Gandhi

Product Marketing Manager

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SUMMARY

Marketer with 7+ years of experience building scalable PMM frameworks that keep marketing consistent. Skilled at translating product features into compelling narratives with crisp positioning & messaging that connect with prospects, drive demand, & accelerate adoption. Experienced in turning insights into impactful go-to-market strategies & enabling sales & customer success with clear, accessible content that sharpens conversations & strengthens retention. Known for a relentless focus on customer pain points & fast execution in dynamic environments to deliver marketing.

TOOLS

CRM: HubSpot | **Web & Traffic Analytics:** Google Analytics (GA4) | **Planning & Roadmap:** Notion, Monday, Asana, Miro | **Surveys & Research:** Typeform, Google Forms, SurveyMonkey, Qualtrics | **Email Marketing:** Mailchimp | **Ad Platforms:** Google Ads, Meta Ads Manager, LinkedIn Ads | **Battlecards & Playbooks:** Highspot | **Keyword Research:** Google Keyword Planner | **Content Creation:** Canva, Figma, Adobe Creative Suite, Grammarly | **A/B Testing:** Optimizely | **Scheduling:** Buffer, Hootsuite | **SEO & SEM:** SEMrush

WORK EXPERIENCE

Marketing Manager, Materials   October 2023 - Present
Minaris Therapies   *Philadelphia, PA*

Improved lead-to-opportunity conversion from 11% to 16% for B2B company, boosting competitive win rates, accelerating sales cycles, & driving $15M+ pipeline influence, $5M+ ARR growth by equipping sales, & CS team with delivering marketing materials & customer-facing collateral spanning GTM playbooks, sales enablement, adoption funnel content & launch calendar.

- Created messaging framework to map feature-to-benefit by translating 25+ features into value propositions and creating 10+ sales enablement assets for each funnel stages improving lead-to-opportunity conversion.
- Built launch calendar by mapping seasonal demand curves, product readiness milestones, & creative asset timeline, ensuring 100% on-time execution of pre-launch, launch, & post-launch activities.
- Created 25+ objection-handling guides and FAQs deck by synthesizing competitor analysis, 75+ win/loss notes, sales feedback, equipping ~40 reps with improved talk tracks to counter objections & comparisons.
- Created battlecards framework by synthesizing, analyst report, competitor analysis, win/loss notes, and sales feedback, equipping 40+ reps with ready comparisons and talk tracks.
- Developed 25+ one-pagers & solution briefs by condensing product sheets, feature docs, and customer pain point insights, giving prospects a standardized overview across product portfolio.
- Partnered with product to create 10+ content assets (whitepapers, case studies) mapped to awareness, consideration, & decision stages, enabling sales team with collateral library for funnel-specific engagement
- Created customer onboarding & adoption enablement content (5+ guides, tooltips, how-to videos) in alignment with core messaging giving 500+ new users step-by-step resources to adopt key features.
- Managed participation & logistics for 2 expo events by vendor coordination, promotional materials, & registration tracking attracting 1000+ total attendees and 300+ MQLs.

Marketing Manager   April 2019 - June 2021
Jewelora Studio   *MU, IN*

Improved funnel efficiency for B2C company reducing CAC by 18% and optimizing spend, driving $3M+ influenced sales pipeline, $1M+ ARR, 14%, win-rate uplift (cart-to-purchase) by faster adoption, & 9% churn reduction among repeat buyers by aligning GTM planning, customer journey maps, pricing strategy & channel optimization.

- Created and maintained GTM playbook for product launches by aligning with product, sales, marketing, and CS for a unified launch reference on objectives, segments, and success metrics across 20+ activities.
- Built a customer journey map by analyzing 300+ user sessions to identify friction points, bounce behavior, & drop-offs & restructure site content pages increasing ~90 seconds average session time.
- Defined pricing & packaging strategy by analyzing product usage data, and running 150+ willingness-to-pay surveys, equipping sales with 3 structured pricing tiers with bundled add-ons.
- Outlined channel strategy by reviewing past campaign performance, audience engagement data, & budget reports, optimizing spend across 6 high-performing channels & lowering CAC.

- Created 4+ buyer personas by interviewing 50+ customers, analyzing sales conversations & CRM data from 100+ opportunities, & to refine persona-specific message sets & launch ~6 targeted campaigns every quarter.
- Created competitor 12+ benchmarking reports by analyzing and deconstructing competitors pricing & feature sets & guiding product team's roadmap to prioritise launch of features.
- Designed persona-based nurture tracks by mapping customer journeys, CRM data, sales insights to create tailored sequences & deploy workflows in HubSpot for over 25+ campaign cycles nurturing 6000+ leads.

Marketing Specialist   **July 2017 - March 2019**
Jewelora Studio   *MU, IN*
Influenced towards improvement in win rates by ~10%, boosting CTRs by ~25%, lifting landing page conversions to 8500 form fills from 40000 visits annually by operationalizing competitor insights, attribution, & message testing
- Maintained 5+ competitive SWOT analysis decks for key competitors by synthesizing secondary research analyst reports, providing sales reps with a clear snapshot of competitive threats and opportunities.
- Compiled quarterly win-loss reports by reviewing 250+ lost opportunities to uncover top 3 loss drivers & equipping sales with revised battlecards improving 100+ monthly pre-sales conversations.
- Created monthly attribution reports by merging channel spend data, lead sources & CRM opportunity enabling marketing to track 8+ revenue-driving tactics & reallocate budget into top-performing campaigns.
- Ran 3+ message testing experiments by setting up A/B tests on CTAs on landing pages, subject lines & visuals of nurture emails, capturing comparative response data across 5000+ impressions.
- Optimized 10+ landing pages & campaign microsites by applying messaging frameworks, SEO research & and running CTA A/B tests for campaign traffic driving 40,000+ visits and 8500+ form fills.
- Built 4 pitch decks by combining persona research, messaging frameworks, & design team inputs, enabling sales reps to deliver consistent narratives in 500+ prospect conversations resulting in 38% lead conversion.

Marketing Coordinator   **July 2016 - June 2017**
Jewelora Studio   *MU, IN*
- Created monthly competitor intelligence reports by tracking competitors' 10+ ad creatives, email campaigns, landing pages, and social posts to launch counter-campaigns strategy with necessary changes in price bundles.
- Built KPI dashboards by consolidating data from CRM & analytics tools, tracking 12 core GTM metrics giving leadership bi-weekly visibility into campaign, pipeline & adoption metrics improving decision-making..
- Built campaign content calendar by consolidating product launch dates, seasonal trends, & channel priorities, resulting in creation of scheduled 50+ content assets across 25+ campaigns annually by the content team.
- Contributed towards 30+ creative assets (email nurture flows, & social posts) by collaborating with design & copy teams & supplying persona-specific campaign material resulting in 20,000+ clicks & 4000+ MQLs.
- Created NPS & CSAT programs by designing surveys, integrating CRM data, and reviewing support interactions, capturing structured feedback from 1000+ customers.

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.
- Mapped customer workflows across 4 segments to highlight recurring pain points and usage patterns.
- 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*
- 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   *MU, IN*
- 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)