

Jainam Gandhi

Product Marketing Manager

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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

October 2023 - Present

Minaris Therapies

Philadelphia, PA

- Directed launch timing alignment by integrating finalized offer sets into go-to-market calendars, enabling marketing to launch 3 products on schedule and execute 42 activation touchpoints across all targeted audiences.
- Shaped audience targeting by merging engagement trends with seasonal demand insights, enabling marketing to focus on 14 high-response regions and accelerate adoption during the first campaign phase.
- Guided message-to-market alignment by reviewing 6 creative concepts against confirmed feature sets, ensuring campaigns promoted only active offers and maintaining audience engagement across all launches.
- Defined activation sequencing by mapping creative release waves to audience engagement cycles, enabling staggered rollouts in 9 regions and maximizing exposure without missed promotional opportunities.
- Led mid-campaign adjustments by monitoring engagement curves and response data, enabling reallocation of spend and creative focus to restore momentum in 57 priority markets within 4 weeks.

Marketing Manager

April 2019 - June 2021

Jewelora Studio

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 <i>Jewelora Studio</i>	July 2017 - March 2019 <i>Mumbai, India</i>
<ul style="list-style-type: none"> 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 <i>Jewelora Studio</i>	July 2016 - June 2017 <i>Mumbai, India</i>
<ul style="list-style-type: none"> 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 <i>Pennsylvania State University</i>	January 2022 - December 2022 <i>State College, PA</i>
<ul style="list-style-type: none"> 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 <i>The Pennsylvania State University</i>	August 2021 - May 2023 <i>State College, PA</i>
<ul style="list-style-type: none"> 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. <u>Courses Pursued:</u> Strategic thinking, Data-driven decision-making, Product management, Business analytics, Organizational leadership, Project Management 	
Bachelor of Engineering, Electronics & Telecommunication <i>Mumbai University</i>	August 2013 - June 2017 <i>Mumbai, India</i>
<ul style="list-style-type: none"> 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) 	