

MANDY PATERSON

SENIOR PRODUCT MARKETING MANAGER



CONTACT

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EDUCATION

QUEENSLAND UNIVERSITY OF TECHNOLOGY

Bachelor of Creative Industries
(Creative and Professional Writing)
2010

SOUTH BANK INSTITUTE OF TAFE

Diploma of Marketing
2014

SKILLS

- Product marketing strategy
- Go-to-market strategy
- Lifecycle marketing strategy
- Technical writing
- Content and design
- Positioning and messaging
- Project management
- Team leadership

CERTIFICATION

PRODUCT MARKETING CERTIFIED | LEADERSHIP

2022
Product Marketing Alliance

CERTIFIED SCRUM MASTER

2016
Scrum Alliance

WORK EXPERIENCE

SENIOR PRODUCT MARKETING MANAGER

JobAdder (2022 - Present)

JobAdder simplifies recruitment for staffing agencies and HR teams who want everything in one place without complexity.

- Established sales enablement programs including competitive analysis, sales battlecards, cold outreach, product training
- Developed lifecycle marketing programs including open product demos, email nurture, upsell campaigns, newsletters
- Led 20+ go-to-market launches of new products and features
- Managed a team of 2 including PMM and Customer Lifecycle

PRINCIPAL PRODUCT MARKETER

Jumbo Interactive (2020 - 2021)

Jumbo Interactive develops and operates the world's best lottery experiences using the latest digital technology.

- Established cross-functional product marketing team within the Product department
- Defined buyer journeys and lead nurturing programs across 4 different products
- Led 2 go-to-market launches of new products
- Managed a team of 5 including PMM, Design, Front End Dev

MARKETING TEAM LEAD

Jumbo Interactive (2019 - 2020)

Jumbo Interactive develops and operates the world's best lottery experiences using the latest digital technology.

- Defined positioning and messaging of flagship product
- Established foundational product marketing function
- Created marketing assets including slide decks, explainer videos and landing pages
- Managed a team of 3 digital marketing specialists

DIGITAL CAMPAIGN MANAGER

Jumbo Interactive (2016 - 2018)

Jumbo Interactive develops and operates the world's best lottery experiences using the latest digital technology.

- Managed up to 8 digital sales campaigns per month from concept through final delivery
- Owned \$50-100k budgets to carry out campaign delivery on Facebook and Google
- Analysed and optimised campaign activity to achieve sales and conversion goals