

Michael Tschirret

Sr. Product Marketing Manager

About Me



- Experienced, driven, and creative B2B technology marketing professional
- Deep knowledge of product marketing, strategic marketing communications, and channel marketing
- Building and managing multi-touch campaigns
- SaaS, cloud, wireless, IoT, and datacenter expertise

“A Day in the Life”



- Cross-functional interaction:**
- Product Management
 - Marketing
 - Creative Services
 - Web Strategy
 - Marketing Operations
 - Internal Communications
 - Events
 - Regional Marketing
 - Finance
 - Public Relations
 - Agencies

Relevant skills



DIGITAL MARKETING

Email, SEO/PPC, Google Analytics, social media, online advertising



CONTENT MARKETING

Multi-touch campaigns, personas, customer journey, video, webinars



OTHER

Analyst relations, event and project management, acquisitions

Software and Tools

ADOBE CREATIVE SUITE
HTML/WORDPRESS
SALESFORCE.COM
SUGAR CRM
GOOGLE ANALYTICS
MARKETO
CRAYON
TABLEAU
MICROSOFT OFFICE
MICROSOFT SHAREPOINT
ASANA

Lead Generation

20%

Sales-ready leads generated per campaign executed

326k

Sample campaign/program revenue generated in one year

15k

Number of subscribers added to opt-in lists

Professional Expertise

15+

Years of technology experience

16+

Years of marketing experience

30+

Presentations delivered at conferences

A+

Certification/Training

- Pragmatic Marketing
- Challenger Sales Methodology
- LinkedIn GDPR

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Why Hire Me?

- Product Marketing expertise
- Marketing passion
- Best practices advocate
- Brand builder

Education

Florida State University
Bachelor of Science

Virginia Tech
Master of Science

Volunteer Organizations and Interests

Hope Reins of Raleigh
Mobile technology
Comic book art
Reading
Skiing

Contact

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