

# 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

19+

*Years of technology experience*

15+

*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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