

Isaiah Pegues

SENIOR MARKETING MANAGER

Profile

Dynamic Senior Marketing Manager with extensive B2B content and product marketing experience in technology and industrial sectors. Proven track record in developing innovative content strategies that drive thought leadership and enhance brand visibility. Successfully scaled Wercflow to 20,000 users without paid marketing, leveraging SEO and performance analytics to optimize digital marketing efforts. Passionate about creating impactful cross-channel strategies and user-generated content that resonate with target audiences.

Employment History

Founder & Head of Product, Wercflow, New York | Berlin

JANUARY 2022 – JANUARY 2025

- Developed automated workflows that increased user engagement, scaling Wercflow to 20,000 users without paid marketing.
- Implemented data-driven decision making to enhance content strategies, resulting in improved user retention rates.
- Leveraged performance analytics to optimize digital marketing campaigns, driving significant growth in brand visibility.
- Created cross-channel strategies that effectively communicated Wercflow's value proposition to diverse audiences.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 – DECEMBER 2021

- Led product strategy across core authentication, provisioning, and security apps, serving 2.5M+ users within the Atlassian ecosystem.
- Shifted product focus to cloud-native, user-friendly marketplace solution, moving away from legacy enterprise tooling to scalable SaaS offerings—accelerating adoption and retention.
- Introduced AI-driven automation to simplify complex security workflows, reducing setup time and boosting customer satisfaction.
- Championed a data-driven roadmap, embedding KPI/OKR frameworks to align cross-functional teams around growth, usability, and cloud migration goals.

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Developed and executed social media campaigns that increased user engagement by 45%, leveraging user-generated content for authenticity.
- Created video editing tools that empowered users to share tutorials, enhancing product discovery and driving sales.
- Implemented SEO strategies that improved organic traffic, resulting in a 20% increase in conversion rates.
- Utilized data-driven decision making to optimize marketing efforts, achieving a 30% growth in customer acquisition.

Details

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

B2B Marketing

Content Strategy

Thought Leadership

Inbound Marketing

SEO Optimization

Performance Analytics

Digital Marketing

Account-Based Marketing

Cross-Channel Strategies

User-Generated Content

Product Roadmapping & Execution

Languages

English Native

German B1

Spanish A2

Product Manager, 19th & Park, New York

MARCH 2016 – AUGUST 2017

- Crafted compelling content strategies that resonated with cross-generational audiences, enhancing brand engagement.
- Utilized user-generated content to drive sales enablement, resulting in increased customer acquisition and loyalty.
- Developed thought leadership pieces that positioned 19th & Park as a key player in the creative marketing space.
- Executed innovative marketing campaigns that leveraged cultural insights to effectively reach diverse target markets.

Business Analyst, S&P Global, New York

JUNE 2014 – JANUARY 2016

- Led financial analysis and forecasting for a multi-million dollar PC refresh project, resulting in a projected \$15 million quarterly cost reduction.
- Oversaw the R&D and Section 1099 Tax Credit initiative in collaboration with PricewaterhouseCoopers, engaging senior stakeholders to secure significant IRS tax credits.
- Analyzed and streamlined internal project management and budgeting processes, enhancing reporting accuracy and operational efficiency.
- Defined business requirements and coordinated with technical teams to deliver timely system updates and off-cycle releases, improving workflow continuity.

Analyst, Goldman Sachs, New York

JANUARY 2013 – JUNE 2014

- Partnered with Talent Acquisition, HR, and business leaders to deliver data-driven insights that optimized workforce strategy and informed executive decision-making across the Securities division.
- Designed and developed advanced visualizations to illuminate key workforce trends, uncovering opportunities that drove strategic initiatives within the global organization.
- Led root cause analyses on critical operational and talent-related issues, implementing data-backed solutions and establishing tracking mechanisms to ensure measurable, continuous improvement.

Education

BSc, Saint John's University, New York City

AUGUST 2008 – MAY 2012

Double in Finance & Integrated Marketing