Priya Nair

Contact Information

Location: London, UK

Personal Synopsis

Product marketer with 7 years of B2B SaaS experience, focused on product positioning, launches, customer research, onboarding messaging, and content programmes for mid-market products.

Work Experience

Product Marketing Manager, Northgate Software *Mar 2022 – Present*

- Led the launch of a workflow product that grew to 4,200 users in nine months.
- Rebuilt onboarding messaging, lifting trial-to-paid conversion by 18%.
- Ran positioning research across 60 customer interviews.

Marketing Associate, Cobalt Labs *Jun 2019 – Feb 2022*

- Managed a content programme that drove 31% of inbound leads.
- Supported two product launches end to end.

Education

University of Leeds
BA Marketing

Technical & Business Skills

Product Marketing: Positioning, product launches, customer research, onboarding messaging
Content & Copy: Copywriting, content programmes
Tools: Figma, HubSpot