PRIYA NAIR

Product Marketing Manager

London, UK

SUMMARY

Product marketer with 7 years in B2B SaaS, focused on positioning and launch for mid-market products.

EXPERIENCE

Product Marketing Manager - Northgate Software

Mar 2022 - Present

- Led the launch of a workflow product that grew to 4,200 users in 9 months
- Rebuilt onboarding messaging and lifted trial-to-paid conversion 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

BA Marketing, University of Leeds

SKILLS

Positioning · Launch · Research · Copywriting · Figma · HubSpot