

Aaron Siebuhr

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Professional Summary

Dynamic and results-oriented Product Marketing Manager with extensive experience leveraging AI and data science to drive effective go-to-market strategies and product adoption. Known for strategic planning, innovative problem-solving, and developing compelling product positioning and messaging that enhances market differentiation. An expert in digital marketing, employing a data-driven approach to optimize product-market fit, increasing sales, and fostering cross-team collaboration. Demonstrated leadership in these areas has consistently propelled business growth.

Work Experience

Product Marketing Manager | Verisk Analytics | Feb 2022 - Nov 2023

- **Strategic Planning & Execution:** Led product marketing strategies, integrated AI analytics and performance measurement tools to boost user engagement by 20%. Utilized marketing automation tools for targeted campaigns, enhancing market insights and customer segmentation.
- **Cross-functional Team Leadership & Technology Marketing:** Spearheaded weekly cross-functional strategy sessions, leveraging AI and data science tools for market research and competitive analysis, driving product-market fit improvements and adoption strategies.
- **Digital Marketing & Content Creation:** Directed over ten specialized digital advertising campaigns using CRM systems and SEO/SEM tools, achieving significant improvements in marketing ROI and lead generation.

Product Marketing Manager | SmartRent | Jun 2021 - Dec 2021

- **SaaS Product Marketing & Customer Insights:** Orchestrated weekly software update communications, employing analytics to track impact, leading to a 20% decrease in support inquiries and enhanced user satisfaction through data-driven persona development.
- **Adoption Strategies & B2B Marketing:** Initiated a customer feedback loop, informing product development and feature enhancements. Developed and executed go-to-market strategies that effectively communicated value proposition development to B2B clients.
- **Sales and Marketing Collaboration & Project Management:** Enhanced collaboration between sales and marketing, streamlining the creation and distribution of sales enablement materials and ensuring consistent messaging and positioning across channels.

Program Manager | American Honda Motors | Sep 2019 - Jun 2021

- **Market Research & Competitive Analysis:** Led initiatives to enhance product offerings through comprehensive market research and competitive analysis, developing a centralized knowledge hub that improved project management efficiency and data management.
- **Cross-departmental Communication & Project Efficiency:** Directed the strategic rollout of four major updates to collaboration platforms, significantly enhancing cross-departmental communication and project efficiency. Implemented best practices in project management and data integration to ensure seamless adoption and maximize team collaboration.
- **Remote Work Adaptability & Collaboration and Communication Skills:** Implemented strategies to enhance remote work adaptability, fostering an environment of collaboration through enhanced communication skills and execution mindset, boosting project delivery and team morale.

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Work Experience (continued)

Product Marketing Manager | Red Barn Real Estate | Apr 2010 – Nov 2021

- **Digital Marketing & Market Insights:** Spearheaded innovative digital marketing strategies, leveraging digital advertising and SEO/SEM tools to increase client and property visibility. Utilized real-world evidence of success to refine marketing tactics, aligning closely with property market insights and customer needs.
- **Content Creation & Product-Market Fit:** Developed and implemented content creation strategies that aligned property offerings with client needs, achieving 100% client satisfaction. Integrated analytics for precise customer segmentation, driving a 20% year-over-year increase in repeat business through personalized property consultations and matching, demonstrating a keen understanding of product-market fit in real estate.
- **Strategic Planning & Go-to-Market Strategy:** Led strategic planning for market expansion, employing technology marketing tactics and partner enablement. Orchestrated go-to-market strategies for new property listings, significantly expanding market reach and enhancing client acquisition, resulting in 15% business growth year-over-year.

Product Marketing Manager | Sony Electronics Inc | Jun 2005 – Jun 2009

- **Marketing Strategy & Product Launches:** Led the execution of marketing strategies for new product launches, achieving a 35% increase in product adoption through effective go-to-market strategy, strategic planning, and partner enablement.
- **Sales Enablement Materials & Messaging:** Oversaw the development of comprehensive sales enablement materials, ensuring brand consistency and clear messaging across digital and print mediums, contributing to a 25% increase in brand visibility.
- **Analytics and Performance Measurement:** Utilized analytics and performance measurement tools to refine digital marketing campaigns, enhancing lead generation and optimizing digital advertising efforts through targeted messaging and SEO/SEM strategies.

Technical Skills

- **Artificial Intelligence (AI):** ChatGPT, HARPA
- **Collaboration and Document Management:** Confluence, Microsoft: Share Point, Teams
- **Design and Creative:** Adobe Creative Cloud, Figma, Lucidchart
- **Marketing and Sales:** Google Analytics, HubSpot, Salesforce
- **Productivity Suite:** Google Workspace, Microsoft: Excel, Outlook, PowerPoint, Word
- **Project and Work Management:** Adobe Work Front, Aha!, Clarity PPM, Jira

Education

- **Master of Business Administration Degree:** Texas A&M University (in progress)
- **Bachelor of Science in Accounting:** University of San Diego

Certifications & Patents

- **PMA:** Product Marketing Core
- **Scrum Alliance:** Scrum Master and Product Owner
- **HubSpot:** Inbound Marketing, Social Media Marketing, Email Marketing, Content Marketing
- **US Patent # US-D619877-S:** Information Display Mount Bracket