

ARPITA SHARMA

Product Marketing Leader · Go-to-Market Strategy · Positioning & Messaging · Product Launches

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SUMMARY

Strategic Product marketer with 12+ years of leading and scaling GTM strategies from 0 to 1 across B2B and B2C companies globally. Expert storyteller turning complex products into clear stories and positioning the move revenue. Data-led marketer bridging the product roadmap gaps through customer insights and market intelligence. Expert collaborator with demonstrated history of cross functional collaboration to positively influence marketing and sales pipeline, customer retention, and product adoption.

EXPERIENCE

Product Marketing Advisor

Dec 2024 to Present

Providing startups and small business with strategic PMM leverage

- **Built Messaging and Positioning strategy and created sales enablement assets for** Synalytix (a unit of Aprique Technologies) - Market Research and Data Analytics Startup. Helped them land their first 12 contracts in USA and EMEA.
- **Conducted a full messaging audit for Red Oak Compliance (B2B SaaS) and helped streamline** company story across acquisitions with positioning and messaging that fed branding, marketing assets, PR, thought leadership, inbound and outbound sales motions, and more.
- **Tenet, a B2B startup in Voice AI space** – Currently helping them build their messaging and sales enablement strategy and create their first marketing assets including website.

Product Marketing Manager, GaggleAMP

Jun 2022 to Nov 2023

B2B SaaS. Founding PMM hire; built the function ground up.

- **Built PMM function from 0 to 1:** Created repeatable cross-functional launch process, beta and MVP testing, sales enablement, and competitive intelligence. Successfully launched 5 new features/modules. **Influenced \$2M+ in ARR.**
- **Led go-to-market and positioning** for the company's **first AI feature (ChatGPT integration)**. Discovered opportunity via market insights, win/loss, and 60+ customer interviews; ran beta tests; built launch and post-launch adoption program (in-product nudges, lifecycle emails, upsell enablement, and customer stories) that **reached 40% adoption in six months, double the goal, and added \$500K in new ARR.**
- **Repositioned GaggleAMP from an SMB tool to a mid-market leader** (ICP research showed mid-market was company's most valuable segment). New web, ABM, and marketing assets **grew MQL leads 10%, nearly doubled sales conversion, added ~\$200K ARR in a year, and earned the company its first "Mid-Market Leader" G2 badge.**
- Orchestrated the company's first State of Employee Advocacy report **from 10 years of company data**. Created data-led messaging opportunity across web, sales, and CS, **lifted MQLs 12% within one quarter, and lifted MQL to SQL conversion by 30% within six months.**
- **Built competitive intelligence and win/loss from scratch** (battlecards, comparison sheets, objection handling one pager, a quarterly refresh, and a company-wide newsletter). **Doubled win rate against 2 key rivals within 2 quarters, raised the overall win rate 10%, and won two enterprise deals against a competitor historically never won before.**
- **Built a customer intelligence engine** (60+ customer interviews/year, ICP research, Customer Reviews Analysis, NPS Survey) that **lifted annual retention 14%.**

- **Developed and executed SQL, Pendo, and Metabase skills** to turn unused product data into insights that **raised existing key-feature adoption 15% in two quarters through in-app touch points, educational user guides, and CS training.**

Product Marketing & Communications Director, Mediawomen

Mar 2021 to May 2022

Digital Media Company

- **Launched the first Voice-of-Customer program** (50+ member interviews + ICP research) and completed marketing audit of all assets. Rebuilt messaging & positioning; insights reshaped content strategy and the podcast guest lineup, **grew membership 50% organically** in one year.
- Conceived and launched their blog as a new digital touchpoint. **Website traffic increased 15% within two months.**
- **Grew podcast listenership 30%** in six months and authored the entry that **won 2 Signal Awards** (Bronze: Education; Gold: Listener's Choice).

AVP, Product Marketing & Communications, SREI

Jul 2016 to Dec 2019

Finance Products Corporate

- **Directed GTM and communications for an \$80M roads-sector IPO** that was 3x oversubscribed within 3 days and led go-to-market for 20+ financial products.
- **Repositioned 12 disparate businesses** (infrastructure, power, fintech, foundation) into one coherent conglomerate narrative, built through leadership interviews and endorsed brand architecture, launching the group's first cross-sell motion.
- **Repositioned a stalled regional product** after interviews revealed a customer communication barrier; localized all assets and relaunched, **beating the adoption target by 20%** within 3 months.
- **Drove a \$4M integrated brand campaign** reaching 10M+ users and generating \$5M+ in earned media value; managed a 30+ person ecosystem of staff, agencies, and freelancers.

Earlier Roles: Ketchum (Principal Consultant, PR & Marcom): led \$1B in IPO launches for Max Life Insurance, generated \$50M+ earned media value, Won SABRE Award for Financial PR; Mercy Relief (Corporate Affairs); DNA Newspaper & India Se Magazine (Journalist).

CORE SKILLS

GTM Strategy, Product Positioning, Data-led Messaging, Storytelling & Narrative, Value Proposition, Product Launches, Competitive Intelligence, Win/Loss Analysis, Customer & Market Insights, ICP & Segmentation, Buyer & User Personas, Sales Enablement, Pricing & Packaging, Demand Gen Partnership (MQL & SQL), Product Adoption, Customer Retention, Cross-Functional Leadership, Content Strategy

TOOLS

HubSpot, Salesforce, Pendo, Metabase, SQL, Gong Jiminny, Qualtrics, Monday, Asana, Jira, Trello, WordPress, Mailchimp, Canva, Qualtrics, Survey Monkey

EDUCATION & CERTIFICATIONS

- MS, Media Management (STEM), The New School, 2022
- BA, Mass Communications, Oklahoma City University, 2012
- Product Strategy Certification, Kellogg Executive Education, 2024
- Core Certification, Product Marketing Alliance, 2022