

# Jonathan Rivera

## Product Marketing Manager



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Product marketing manager with expertise in go-to-market strategies and sales enablement

Product marketing manager with 9+ years' experience increasing product adoption by 35%, boosting sales performance by 20%, and leading 3 go-to-market strategies.

### Key Skills

<div></div>	Go-to-market strategy
<div></div>	Competitive analysis
<div></div>	Product positioning
<div></div>	Sales enablement materials
<div></div>	Customer journey mapping

### Professional Experience

<b>Product Marketing Manager</b> Tech Innovators Inc.   Austin, TX   May 2019 – Present	<ul style="list-style-type: none"><li>Increased product adoption by 35% by refining positioning and sales messaging</li><li>Developed training materials that improved sales team performance by 20%</li><li>Led go-to-market strategies for three major product releases</li></ul>
<b>Marketing Analyst</b> NextGen Solutions   Austin, TX   July 2015 – May 2019	<ul style="list-style-type: none"><li>Conducted competitor benchmarking, refining pricing and positioning strategies</li><li>Assisted in content creation for product launches, boosting customer engagement</li><li>Coordinated with product teams to ensure alignment between features and customer needs</li></ul>

### Education

<b>Bachelor of Science in Marketing</b>	University of Texas   2015
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