

# Rosie Fan

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**Summary** Globally minded, strategic, creative, and data-driven product marketing leader with experience in storytelling, end-to-end product marketing, pricing/packaging, website, integrated campaigns, partner marketing, field marketing, and A/B testing and optimization for SMB-Enterprise B2B and B2C companies. Specific APAC expertise with native-level English and Mandarin and conversational Japanese.

**Specialties** Positioning, messaging, sales enablement, product launches, competitive intelligence, market research, demand, brand, acquisition and retention campaigns, pricing and packaging, outbound marketing, marketing automation, project management, international experience, optimization, A/B testing, HTML/CSS, UI/UX, cross-functional collaboration, budgeting. Tools: Salesforce, Pardot, Microsoft Excel, PowerPoint, Google Optimize, Google AdWords, Facebook Ads.

**Experience** **Director of Product Marketing** April 2018 to present

Previously **Head of Product Marketing**

**Instapage, San Francisco, CA**

October 2017 to April 2018

Lead product marketing for global B2B company in US and Europe serving 15,000 customers in 100 countries. Grow, lead, and manage 5-person team and dotted-line manage remote Design and Developer teams, and work closely with CEO and senior executives. Own market research, customer segmentation, positioning and messaging, product launches, pricing and packaging, campaigns, sales enablement, and website. Received fastest promotion in company history.

- Owned launch of Enterprise product which grew to < \$1M ARR in 6 months with 3 person sales team. Also launched 20+ other features and campaigns over tenure. Drive category creation strategy for Instapage to a “Post-Click Optimization Platform”, including revised messaging, content, and field marketing.
- Built market research program from the ground up, including creation of comprehensive, data-driven buyer personas, ongoing market listening, competitive intelligence, and customer segmentation. Also maintain competitive intelligence program for highly competitive marketing technology (MarTech) and advertising technology (AdTech) industries.
- Own pricing and packaging strategy for self-serve and Enterprise. Present proposals, draft research briefs, and conduct qualitative and quantitative research, including data analysis, conjoint analysis, Van Westendorp, and live A/B testing. Work across executive team to make actionable recommendations on pricing and packaging optimization.
- Own Instapage.com website. Built new [homepage](#), leading to 18% increase in conversion rate and 250% decrease in bounce rate. Also created 40+ new webpages.
- Led GDPR compliance efforts including action plan, company-wide trainings, and communications rollout.
- Partner closely with PR on press for campaigns and launches (ex: [State of Mobile Conversions Report in Forbes](#), [Instablocks Launch Press Release](#), [AMP Landing Pages in MarTechToday](#)).

**Product Marketing Manager**

**Instapage, San Francisco, CA**

April 2017 to October 2017

Built product marketing function from the ground up. Owned positioning, messaging, and GTM for self-serve and Enterprise. Grew revenue 50% YoY.

- Led biggest pricing change in company history, which included in-app flows, channel communications, cross-team coordination, pricing and discount tactics, and user transition strategy.
- Created sales enablement program and delivered over 15 key assets like pitch decks, 1-pagers, brochures, landing pages, buyer guides, ebooks, videos, and more. Own continuous training of global sales and customer success team.
- Managed qualitative and quantitative persona and pricing research initiatives with over 50 surveys, user tests, phone interviews, and live A/B testing.
- Worked closely with 4 PMs to deliver and drive product roadmap.

**Marketing Manager**

**Envoy, San Francisco, CA**

February 2016 to April 2017

Managed product, platform, and partner marketing, campaigns, events, and PR for B2B SaaS startup. Worked directly with engineers and PMs to drive platform roadmap. Grew revenue 100% YoY. Hired and managed one marketer.

- Product Marketing: Launched guerilla research program by finding and interviewing 15 competitors' customers for new product launch. Also managed intelligence on 100+ competitors and unearthed customer and sales insights through data analysis. Represented company at industry events.
- Campaigns: Launched upsell campaign that generated \$125K pipeline and closed \$75K for product with ASP of \$3K. Produced company's top [brand campaign](#) with over 3,000 page views and 150 likes on social. Drove lead generation for Cisco Live Europe and in the APAC market, leading to customers like Nike Japan, Alibaba, and more. Created and led guerilla campaign for Dreamforce 2016 that influenced \$100K deal with Salesforce.
- Partner and Platform Marketing: Sourced partners for and built [integrations directory](#), joint events, campaigns, launches, and content with partners like Apple, Cisco, Delta Airlines, and Brother USA. Drove platform strategy.
- BD: Led partnership development efforts with top Japanese companies to promote Envoy in Japan market.
- Events: Introduced event series touching 500 customers from SF – NYC that led to 300% return on upsell.
- PR: Generated press on Forbes, VentureBeat, [CBS](#), Inc., and The Washington Post in partnership with PR agency. Also drove engagement to company podcast, [Office Hacks](#), which reached Top 25 Business Podcasts in the iTunes store and broke over 1M listens.

**International Program Coordinator - Student Support**

**Ashinaga Scholarship Foundation, Kobe, Japan**

October 2015 to December 2015

Worked across business cultures and languages and established rapport with international teams across AMER, EMEA, and APAC for Japanese NGO headquartered in Tokyo, Japan.

- Partnered with leadership and a 30-person international team to support APAC fundraising efforts through grassroots, online, and social channels.
- Provided personalized academic advisory services to over 100 Japanese and African students.

**Digital Marketing Consultant**

**Frecklebox, Remote**

August 2015 to December 2015

Owned digital marketing strategy and execution for Frecklebox, a multi-million dollar B2C e-commerce company targeting parents and grandparents.

- Managed email campaigns for database of 65K, paid social, and asset creation for Frecklebox.

**Senior Rotation Program Analyst**

**Salesforce, San Francisco, CA**

August 2013 to February 2016

One of 5 analysts selected (from pool of 10,000 candidates) to be part of first rotation program for high-potential leaders at Salesforce. Promoted from Analyst. Received leadership training, mentored interns, met with C-suite executives, and presented to 100-person global business team of VPs, SVPs, and CFO.

- Project manager for multimillion dollar integration of ExactTarget. Led technical requirements gathering, process development, UAT, training, and implementation across 5 global teams.
- Managed monthly close process for executive leadership of 70-person Sales Ops organization and decreased compensation error rate from 34% to 6.5%.
- Worked on 3 strategy consulting projects for global Commissions, IT Security, and AppExchange teams.

**Product Marketing**

**Pimovi, Berkeley, CA**

March 2013 to August 2013

Assisted CMO on marketing and sales enablement materials for B2C startup incubator in Berkeley.

- Created pitch decks, competitive and market intelligence, and customer research. Managed online brand presence.

**Education**

MBA, Smartly

2017

HTML, CSS & Web Design Circuit, General Assembly

2016

B.S. Business Administration, University of California, Berkeley

2013