MAYA ELLISON

Product Marketing Manager · B2B SaaS
Brooklyn, New York, United States · Open to remote roles in the US and UK
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This is a fictional sample created to demonstrate a US/UK-style resume. The person, employers and links do not exist. It uses US Letter size and omits photo, date of birth, marital status and religion.

SUMMARY

Product marketing manager with seven years in B2B software. Led launches for two mid-market products, built sales enablement kits used by 20+ account executives, and ran webinar and content programmes that supported pipeline in the US and the UK. Looking for a product marketing or growth marketing role at a SaaS company.

EXPERIENCE

Product Marketing Manager | *North Harbour Software (fictional employer), New York, NY*
March 2021 – Present

- Owned positioning and launch plans for two B2B products sold to mid-market operations teams in the US and the UK.
- Wrote sales one-pagers, talk tracks and a competitive battlecard adopted by a 20-person sales team.
- Ran a monthly webinar series (12 sessions a year) that produced a qualified-lead list for the sales development team.
- Worked with product and customer success to turn four common support questions into public help articles and a short demo script.

Marketing Specialist | *Cedar & Pine Analytics (fictional employer), Boston, MA*
July 2018 – February 2021

- Drafted website and email copy for a reporting tool sold to finance teams; supported two major version launches.
- Built a simple campaign report in a spreadsheet so weekly lead and demo numbers were reviewed in one place.
- Coordinated a small UK-focused content trial (blog posts and one partner webinar) with a London-based reseller.

Marketing Coordinator | *Cedar & Pine Analytics (fictional employer), Boston, MA*
August 2017 – June 2018

- Scheduled product demos, updated the CRM after events, and drafted first-pass social posts for review.

EDUCATION

B.A. in Communications
Sample University, New York · 2013 – 2017

SKILLS

Product marketing: Positioning, launch planning, sales enablement, competitive messaging

Content and campaigns: Webinars, email sequences, landing-page copy, campaign reporting

Tools: Google Workspace, HubSpot (working knowledge), basic Figma, CRM hygiene

WORK AUTHORISATION (OPTIONAL LINE, FICTIONAL)

Authorised to work in the United States. Open to UK remote roles; visa status would be confirmed with the employer. This line is shown only as a layout example.