



Tom Tate

SaaS Marketer | Problem Solver | Nice Guy

I am a customer-obsessed, data-driven, full-stack product marketer with an innate desire to create remarkable experiences and build lasting brands that matter. Also, a purveyor of **buzz words** and **lengthy sentences**.*

For a more detailed resume, visit resume.tomtatejr.com.

For a less traditional experience, check out hey.tomtatejr.com.

Contact

Phone

(267) 968-5054

Email

tom@tomtatejr.com

Location

45 minutes north of Philadelphia, PA

Education

2009-2012

M.A. English & Publishing

Rosemont College

2004-2007

B.A. English & History

University of Delaware

Skills

- GTM Strategy / Product Launches
- Positioning and Messaging
- Competitive Intelligence
- Podcasting / Webinars / Events
- Copywriting
- Campaign Execution
- Enterprise Sales Enablement
- Buyer Persona Development
- Presentation Design
- Asking Hard Questions
- Software: Adobe Creative Suite, Hubspot, Salesforce, Google Analytics, Looker, JIRA, and hundreds more apps...

Experience

○ 2020 - 2022

Phenom | Global SaaS Provider (HR Tech - Talent Acquisition)

Director of Product Marketing

In close collaboration with sales, product management, and marketing, I currently lead GTM efforts for our **employee experience** suite of products. Prior to this specialization, I served the full platform. Activities include developing positioning and messaging for new and existing products, leading and executing omni-channel launches and campaigns, hosting regular product tours and webinars, creating content (sales collateral, buyer's guides, blog posts, podcasts, live streams, virtual events,) researching competition, and supporting analyst relations. I also manage and coach a few team members at Phenom.

○ 2019 - 2020

MeetEdgar | Social Media Scheduling Tool

Director of Marketing

I lead a small (but mighty) marketing team at MeetEdgar, an innovative social media scheduling platform with ~\$4 million ARR. Actively set, managed, and executed overall marketing strategy, including content creation (blog posts, podcast, email marketing, virtual event, online courses,) running paid ads and media placements, product positioning and messaging, A/B split testing and conversion rate optimization, trade show sponsorship and attendance, and establishing partnerships. I also pulled weekly reports, ran the analysis, and shared key points with executives and cross-functional teams.

○ 2013 - 2019

AWeber | Email Service Provider

Product Marketing Manager

Founded in 1998, AWeber is a pioneer in product-led growth in the email marketing space (think Mailchimp or Constant Contact.) As a product marketing manager, I crafted and executed omni-channel marketing campaigns and created promotional and educational content to increase awareness, acquisition, and adoption of the platform. I created video courses, a successful podcast, email sequences, and guides to support efforts. Towards the end of my tenure, I was hyper focused on customer marketing – improving new customer onboarding, adoption, stickiness, and retention.

References

Happy to provide references by request – previous managers, employees I've managed, partners, cross-functional colleagues... just let me know!

*That whole *buzz words* and *verbose sentences* thing was a joke. Brevity, for the win. :)