

MANDY ROGERS

PRODUCT MARKETING MANAGER

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Versatile and innovative Product Marketing professional with 15+ years of collective experience across Product Marketing, Communications, Project Management, and Content Development.

Excels at developing and leading creative, data-driven integrated marketing strategies and product launches across diverse industries. Significant experience working in tech startups, building marketing program operations and processes from the ground up and scaling marketing functions for growth.

Recognized for combining an intuitive understanding of buyer psychology and competitive landscapes with deep data insights into market and buyer analytics, gained through relentless research, CX methodology, and continuous feedback loops.

A creative storyteller with extensive copywriting experience and a talent at crafting artful brand narratives that focuses on audience-specific messaging, unique value propositions, and establishing competitive differentiation.

Extensive expertise leading projects of escalating complexity and visibility, mitigating risks, and driving activity forward with clear, strategic communication, ensuring meticulous project management and timely execution.

STRENGTHS & SKILLS

- B2B SaaS
- Brand Development
- Messaging & Positioning
- CX Strategies
- UX Principles
- Agile Methodology
- Discovery & Gap Analysis
- PR & Media Relations

CONTENT EXPERTISE

- Websites & Landing Pages
- Audio & Video Production
- Press Releases, Blogs, Web Articles, White Papers, Tutorials, Video Scripts
- Podcasts & Webinars
- Trade Shows & Live Events
- Digital Assets & Press Kits

TECH PROFICIENCIES (Mac & PC platforms)

- Design: Photoshop - InDesign - Illustrator - Figma
- Audio / Video: Premiere Pro - Pro Tools - Cubase
- Microsoft Office: Word - Excel - PowerPoint - Dynamics 365
- Web: WordPress - Wix - GoDaddy
- CRM: HubSpot, Salesforce, Microsoft Dynamics 365
- Project Management & Workflow: GanttPRO - Asana - Airtable - Monday.com - Confluence - Jira - Workfront
- Data/SEO: Semrush - Google Analytics - Qualtrics

WORK HISTORY

Product Marketing & CX Consultant

Jobomatics | El Segundo, CA | 2023-present

- Specializing in customer engagement strategies and marketing automation
- Conducting discovery and gap analysis; utilizing maturity models to strategize solutions and coordinate resource implementation
- Managing campaigns for brand and loyalty programs
- Creating and/or coordinating content for in-app push notifications and social media affiliate programs

WORK HISTORY (cont.)

Social Media & Content Production Manager

POS360, Inc. | Westlake Village, CA | 2023-2024

- Created company's social media profiles; built follower base with weekly average growth rate of 115.4%
- Developed branded video content, generating a surge in leads that prompted the expansion of the sales team to 3x original size
- Collaborated with internal development team to perform UX research and establish preliminary CX initiatives

Marketing Comms / Marketing Project Manager (Consultant)

Cowe Communications | Calabasas, CA | 2022-2023

- Created digital content and designed social media campaigns and comms plans to support a diverse client portfolio
- Collaborated with graphic design team to develop client branding and create style guides and full brand manuals
- Managed PR strategy for clients; created press releases and ghostwrote articles for regional publications

Marketing Comms / Marketing Project Manager (Consultant)

Studio 92 | Los Angeles, CA | 2022-2023

- Lead social media and marketing campaign strategist, copywriter, and graphic design artist
- Managed social media accounts, creating content, and optimizing strategy to drive brand awareness and customer engagement
- Performed regular SEO audit to implement optimization tactics for crawlability, meta tags, links, images, and search intent

Creative Project Manager (Life Sciences Division)

Tag Worldwide, Inc. / Studio ONE | Los Angeles, CA | 2021-2022

- Managed senior-level portfolio of creative design projects, carrying an active roster of 45-50 projects running concurrently
- Controlled all stakeholder comms, timelines, and SOW estimates; proactively communicated status and performed risk mitigation
- Led daily multi-department production meetings to identify priorities and direct inter-departmental workflow

Sr. Manager, Product Marketing & Branding

Marketing Communications Manager

4DMedical, Inc. | Los Angeles, CA | 2016-2021

- Led execution for Go-To-Market team to support 4DMedical's path to FDA clearance and global commercialization strategy
- Developed and implemented integrated strategies for product portfolio of clinical and pre-clinical SaaS solutions
- Head copywriter: designed new messaging framework and trained internal departments on delivering an impactful narrative
- Executed brand awareness campaigns in through social media, KOL partnerships and trade shows; ended year with 199% increase in FY2018 gross revenue (from \$464K to \$1.39M)

Project Manager (Audio/Video Media)

Video Services Group, Inc. | Nashville, TN | 2010-2015

- Oversaw full production cycle of audio and video projects, collaborating closely with publishing, record label, and artists
- Developed and managed project timelines, ensuring efficient stakeholder communication and alignment with strategic goals
- Directed end-to-end manufacturing and distribution process, ensuring timely delivery to meet critical album release deadlines

CERTIFICATIONS

HubSpot Academy

Digital Marketing (Aug 2022)

Social Media Marketing (Jan 2023)

Marketing Hub Software (Dec 2022)

Qualtrics XM

Platform Essentials (Dec 2023)

Fundamentals Certification (Dec 2023)

INDUSTRIES

- SaaS (MedTech, Software Development)
- Healthcare
- Life Sciences
- Retail & E-Commerce
- Entertainment & Broadcast Media
- Legal Services
- Restaurant & Hospitality
- Banking & Finance

EDUCATION

B.B.A., Major: Music Business

Emphasis: Product Development / Marketing

Belmont University (Nashville, TN)

Memberships & Societies: Alpha Chi

Recipient of Vince Gill Music Business Scholarship

Graduated cum laude

REFERENCES

ANDREAS FOURAS

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