

# Josh Sparrow

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## WORK EXPERIENCE

### Imagen

Senior Product Marketing Manager

Remote

Apr 2023 - Oct 2023

- Developed and executed Go-To-Market strategies for new product features, ensuring effective market penetration
- Crafted and refined core messaging for products, ensuring alignment with target audience needs and market trends
- Played a pivotal role in a comprehensive rebranding initiative, transforming the product into a new service line, "Diagnostics-as-a-Service"
- Led the development of positioning and messaging strategies for the new product branding, including awareness campaigns aimed at introducing it to company's target demographic
- Created and managed content marketing plans that included blog posts, whitepapers, case studies, etc. to increase brand awareness and customer engagement.

### Hip eCommerce

Senior Product Marketing Manager / Associate Director of Marketing

Remote

Nov 2019 - Oct 2022

- Created and refined product messaging and positioning for multiple product lines, ensuring clear and compelling value propositions that resonated with each distinct target audience
- Oversaw omnichannel marketing campaigns from inception to execution, which included developing campaign content, scheduling content calendars, influencer collaboration, budget management, and post-launch performance analysis
- Achieved remarkable results by adding over 300 new sellers across both platforms within a two-year span, resulting in approximately \$200,000 in additional monthly gross merchandise volume through email marketing initiatives
- Managed a diverse team of six product marketers to create seller-specific marketing content, ensuring consistent messaging for the platform while tailoring branding to each seller's product offerings

### LearnPlatform

Product Marketing Manager

Raleigh, NC

May 2018 - Nov 2019

- Developed and executed Go-To-Market strategies for a range of new products, features, and key initiatives, including a data-privacy feature, achievement analysis feature, and platform updates
- Collaborated closely with Product, Sales, and Customer Success teams to optimize key messaging and product positioning
- Demonstrated a strong commitment to data-driven marketing by developing customer personas and a lead scoring system., resulting in improved marketing segmentation and a 200% increase in marketing qualified leads
- Oversaw comprehensive content marketing plans, which included the creation of blogs, email campaigns, videos, and other collateral
- Leveraged extensive customer data, including insights gathered from surveys and industry-wide data, to tailor messaging to decision-makers at various levels within educational organizations

### Abrams Learning Trends

Copywriter / Product Specialist

Austin, TX

June 2016 - May 2018

- Supported in the development and execution of Go-To-Market strategies for a range of new products including a supplementary vocabulary program and complete preschool educational curriculum
- Created internal and external messaging for each new product line, including developing content for brochures, catalogs, sales handbooks, blog posts, white papers, and video scripts
- Played a pivotal role in developing the primary messaging and positioning for new literary product line that contributed to a 65% increase in the company's YoY revenue
- Performed competitive landscape analysis to continually adjust positioning and messaging as needed for company's core product lines

### StreetAuthority

Copywriter

Austin, TX

June 2014 - June 2016

- Wrote product-centric financial articles to highlight the company's list of investment analysis publications
- Worked cross-functionally with Product Managers and Demand Gen team to develop long-form lead generation campaigns that helped drive a 40%YoY increase in paid newsletter subscriptions
- Performed daily research of financial topics and industry trends to deliver timely, high-quality content

## EDUCATION

### University of South Carolina

Bachelor of Science in Marketing from the Darla Moore School of Business

## KEY SKILLS & PROFICIENCIES

Go-to-market strategy development | Product messaging and positioning | Sales collaboration and enablement | Market research and analysis | Team leadership and management | Content creation and copywriting | Marketing campaign planning | Product launch management | Data analysis and performance measurement | Cross-functional collaboration