

KIELY KULIGOWSKI

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Product Manager and Marketing Strategist with 6+ years of experience driving go-to-market launches, content strategy, and cross-functional programs at IBM. Proven track record of delivering measurable growth, strengthening brand positioning, and leading high-impact partnerships.

EXPERIENCE

IBM

Product Manager, Sustainability Software | April 2022- November 2025

- Lead asset creator for Maximo AI Assistant Go-to-Market team.
- Responsible for managing promotional strategy, internal and external enablement, asset creation, and support for all new Sustainability brand product launches.
- Work across teams with practice leaders, sellers, and executives to identify goals and growth opportunities, develop strong knowledge and understanding of Sustainability products to market them effectively, and create strategies to increase revenue and signings.

Content Manager, IBM Expert Labs Growth Marketing | February 2021-April 2022

- Wrote 4-5 client-based success stories each week, focusing on IBM products, use cases, and client outcomes to benefit sellers. Developed deep technical knowledge of IBM products and how to effectively communicate the success of various client engagements.
- Achieved goal of 230+ stories in first year and spearheaded the creation of a streamlined, functional process for receiving, writing, editing, and publishing submitted stories.

business.com Staff Writer, February 2019-January 2021

- Wrote 3-4 articles per week on small business, social media strategy, marketing, and other topics through in-depth interviews and careful research. Implemented and formulated SEO recommendations and edits for each article.
- Extensively reviewed products and services (such as access control systems and email marketing services) by conducting research and writing detailed buying guides to help small business owners make informed decisions.

Hatch130 Copywriter/Account Manager, September 2017-September 2018

- Managed 10+ client accounts and delivered multi-channel marketing campaigns.
 - Created content across PR, social, digital ads, and blogs.
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EDUCATION

Bachelor of Arts, English Literature

Miami University, Oxford, OH 2013-2017

Minors: Management & Leadership, Spanish