

Brent Minderler

[Portfolio](#) | bminderler@gmail.com | 530-409-8872 | Los Angeles, CA

Senior product marketer and content designer with over 10 years of experience managing product launches and teams in tech and entertainment. Demonstrated expertise using virtually any digital tool to create and design engaging comms from research/planning phases, to building positioning and messaging frameworks, to publishing assets across channels. Incorporates a data-driven approach to shorten the strategy-to-execution timeline.

WORK EXPERIENCE

Product Marketing Consultant | Freelance, Dec 2022–current

- Drove GTM for prop-tech client's product launch, influencing \$3M+ in ARR
- Owned sales enablement by planning and writing collateral for all stages of the customer journey, directly impacting rev growth across targeted regions
- Secured investor interest by strategizing multi-million dollar marketing budget with executive producers

Sr. Product Marketing Manager | Noonlight, Aug 2021–Sep 2022

- Achieved 8x MQL growth and 2x web traffic increase by building and executing omnichannel marketing strategy from scratch
- Built positioning and messaging frameworks by conducting user research via usertesting.com, Hotjar, and customer calls that grew awareness, engagement, and lead gen
- Led case study and customer success strategy to promote VOC, which significantly influenced lead gen, web traffic, and brand share of voice

Copywriting Consultant | Writer's Ink., Mar 2015–Sep 2022

- Optimized on-page SEO initiatives to achieve 10x conversion increase and 4x MQL growth
- Created engaging CRM journeys for eBay Motors through long-form content that increased brand share of voice and lead engagement
- Improved operational efficiency and client satisfaction by developing comprehensive technical guides for marketing ops clients

Sr. Product Marketing Manager | SquareGPS, Mar 2021–Aug 2021

- Achieved 3x growth in MQLs and increased web traffic by 1,000x with Google and Semrush SEO tools, creating targeted campaigns in HubSpot, and coordinating execution through Trello
- Enhanced brand visibility and engagement by developing and executing editorial web content and omnichannel content initiatives

Product Marketing Manager | AnchorFree/Pango, Dec 2017–Mar 2020

- Led user research program that identified monetizable market opportunity, resulting in the addition of a new revenue-generating product bundle
- Achieved 50% CTR growth and 20% organic growth through content optimizations through strategic SEO initiatives
- Achieved 2x brand lift by writing and producing targeted TV ads

Content Marketing Manager | Nominum, Aug 2016–Nov 2017

- Created product videos with Camtasia and YouTube, which contributed to a 10% sales increase
- Designed and wrote full-funnel sales collateral that had direct impact on sales team closing 8% more deals YoY

PROFICIENCIES

Writing and Editing – Google Suite, Microsoft Suite, Confluence

Wireframing, Design – Figma, InVision, Wix, Canva

Video – Camtasia, iMovie, Vimeo, YouTube, Ellevest Labs

PM – Jira, Monday, Trello, Miro

Reporting – Google Search Console, HubSpot

CMS – WordPress, HubSpot, Salesforce

User Research – UserTesting, SurveyMonkey, Hotjar

CERTIFICATIONS

UX Content Collective
Fundamentals of UX Writing
Jul 2023

HubSpot Academy
Content Marketing
May 2023

EDUCATION

University of East Anglia
(2012-2015)
MA, American Literature

University of East Anglia
(2009-2011)
BA, American Literature
with Creative Writing