

# ELYSE FOX [FEDOROW]



Mesa, AZ



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## SKILLS

Marketing Strategy  
Market Research  
Value Propositions  
Positioning & Messaging  
Data Analysis  
Wireframes  
Automation  
Mobile Marketing  
Social Media Marketing  
Graphic Design  
Website Design  
HTML & CSS  
SEO

## APPLICATIONS

Photoshop  
InDesign  
Canva  
Zapier  
Asana  
Aha!  
Pendo  
Miro  
Confluence  
Salesforce  
Wordpress

## EDUCATION

### Michigan State University

Bachelor of Arts

### Majors

Advertising  
French

## LANGUAGES

### French

Written and Verbal

## MISSION STATEMENT

Highly strategic, detailed and customer-oriented product marketing professional seeking a Product Marketing position. Coming from a startup/entrepreneurial background and able to perceive complex problems from different angles to deliver creative solutions.

## EXPERIENCE

### PlexTrac, Remote

Senior Product Marketing Manager (SaaS)

Apr 2022 - Present

Nov 2023 - Present

- Drove GTM efforts for a large new product release that will shift the company direction, expand to new personas, and open additional TAM
- Led enablement training and planning to educate and prepare sales and customer success teams
- Mapped customer journeys, outlined steps by buyer personas and built interactive, guided demos for lead qualification and conversion
- Conducted market and customer research to identify new use cases and stay up to date on a rapidly evolving competitive landscape

Product Marketing Manager (SaaS)

Apr 2022 - Nov 2023

- Positioned a complex cybersecurity product into messaging that resonates with target buyer personas to differentiate product in market
- Enabled sales team and influenced roadmap by conducting competitive market analysis to understand and effectively communicate value statements and positioning
- Managed a four-month project with a third party research firm to validate product market fit and prioritize features for a future roadmap product
- Influenced the product roadmap by conducting a thorough TAM analysis using ZoomInfo industry data and existing customer segmentation
- Communicated value and position to sales and customer success teams and developed tools to support selling process

### Engage Technologies Group Inc., Remote

Product Manager (SaaS)

Aug 2017 - Mar 2022

Jan 2022 - Mar 2022

- Supervise the planning and development of B2C SaaS products that enable patient education for various health procedures (cataract removal, LASIK, etc.)
- Craft targeted marketing content and strategies based around buyer personas
- Define KPIs and success metrics for two-sided market SaaS product suite
- Conduct customer interviews, end-user interviews and A/B tests to further understand user needs
- Studied market trends and user feedback, extrapolated data to understand customer needs and presented key insights to management and stakeholders

Senior Campaign Strategist

Aug 2021 - Jan 2022

- Lead strategist and client-facing consultant for companies including Johnson & Johnson, Alcon, Allergan, AdventHealth, GlobalMed, Revance Aesthetics, Galderma, Natrelle, Merz, Allergan, and Docs Education
- Lead Rapid Prototyping sessions to develop new product prototypes to test with customers, which were then added into the product roadmap
- Review new features and requirements for product roadmap
- Design wireframes and process workflows

Solutions Architect

Sep 2020 - Aug 2021

- Relocated to Boise, ID headquarters for 6 months in 2021 to guide, coach and mentor team members during a period of heavy growth.
- Provided technical guidance for solutions and translated customer's business requirements to systems and technical requirements

Client Marketing Consultant (MOBIT SaaS Platform)

Aug 2017 - Sep 2020

- Developed client mobile marketing, message and automation strategies
- Sold additional consultation hours and services to SaaS customer base
- Worked closely with MOBIT product manager to translate business needs and product requirements into new features and solutions for customers.

**Self-Employed, Remote**

**Oct 2016 - Present**

Freelance Marketing

- Provide consultation and services around client website, mobile marketing, automation, analytics, branding, SEO, social media, reputation management, ad spend, print, graphic design, etc.

**FIAT Chrysler Automobiles, Phoenix, AZ**

**Jan 2016 - Oct 2016**

District Sales Manager

- Conducted market research; sales forecasting, provided product counsel by mix/packages/colors, developed marketing and sales spiff strategies, and ensured utilization of advertising funds

**CDK Global, Detroit, MI**

**Sep 2013 - Jan 2016**

Digital Account Manager (International Accounts)

- Drove digital performance for General Motors of Canada dealerships through the use of SEO, digital advertising, OEM alignment, social media, and website optimization for both English and French websites