

# ELYSE FOX [FEDOROW]



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## SUMMARY

I am a full-stack marketer with 12+ years of marketing experience, 3+ years experience in product marketing (cybersecurity industry), 7+ years startup SaaS experience (pre-funding to post B-round), and skilled in positioning, visual storytelling, content creation, competitive analysis, and GTM strategy execution.

## EXPERIENCE

### PlexTrac, Remote

Senior Product Marketing Manager (B2B SaaS)

Product Marketing Manager (B2B SaaS)

Apr 2022 - Present

Nov 2023 - Present

Apr 2022 - Nov 2023

- Built go-to-market strategies to drive **36% YoY business growth from 2024-2025** (doubling the previous 17% YoY growth from 2023-2024)
- Identified need for repricing/repackaging through competitive analysis and influenced roadmap to close gaps and differentiate packages. Moved from losing 84% of 2023 deals against top competitor to winning 61% by 2024 (**+145% YoY win rate**). Increased overall competitive win rate from 35% to 51% (**+16% YoY win rate**)
- **Increased ASP (average selling price) by 41%** from 2023 Q4 to 2024 Q1 through a full repricing/repackaging project – shifting to a Good/Better/Best model to compete with low-priced market players while adding value and future vision in higher-tier packages
- **Cut entry-tier package implementation time by 25%** through a self-serve model
- Positioned a complex cybersecurity product into value-based messaging that resonated with target buyer personas and identified key use cases
- Helped validate market fit for a new product to break into CTEM—a new market segment defined by Gartner—expand to new buyer personas, and increase TAM. Led the product GTM in 2024 Q1, **increasing ASP by 172%** (2023 Q4 - 2024 Q4), **drove 7.5% of new ARR via customer upsells** and an overall **win rate of 29%** by 2025 Q2
- Equipped sales teams with targeted enablement tools (pitch decks, ROI calculator, solution briefs, live trainings, demo videos, battlecards, data sheets, etc.) to drive value-based selling across the sales cycle

### Engage Technologies Group Inc., Remote

Product Manager (B2B SaaS)

Aug 2017 - Mar 2022

Jan 2022 - Mar 2022

- Defined wireframes and tested prototypes with customers for a new product being developed from scratch to determine how features would be prioritized into roadmap
- Supervised planning and development of B2B SaaS products that enabled patient education for various health procedures (cataract removal, LASIK, etc.)
- Defined user and buyer personas and positioned messaging by segment
- Conducted customer interviews, end-user interviews and A/B tests to further understand user needs and feedback for a two-sided market (medical practice/patient)

## SKILLS

Go-to-market strategy  
Product positioning  
Product messaging  
Visual storytelling  
Campaign strategy  
Market research  
Competitive analysis  
Content creation  
Data analysis  
Graphic design  
Mobile marketing  
Web design  
Wireframes  
HTML / CSS  
SEO

## APPLICATIONS

Asana  
Canva  
Figma / FigJam  
Miro  
Pendo  
Photoshop  
Salesforce  
Wordpress  
Zapier

## EDUCATION

### Michigan State University

Bachelor of Arts

### Majors

Advertising  
French

## LANGUAGES

### French

Written

Senior Campaign Strategist

Sep 2020 - Jan 2022

- Relocated to Boise, ID headquarters for 6 months in 2021 to guide, coach and mentor team members during a period of heavy growth
- Lead strategist and client-facing consultant for high-value accounts with contracts up to \$1 million including major clients such as Johnson & Johnson, Alcon, Allergan, AdventHealth, Revance Aesthetics, Galderma, and Merz
- Provided technical guidance for solutions and translated customer's business requirements to systems and technical requirements by designing wireframes and prototypes

Client Marketing Consultant (MOBIT SaaS Platform)

Aug 2017 - Sep 2020

- Developed mobile marketing and automation strategies for a wide range of clients
- Partner with product management to communicate customer feedback for new product features and solutions
- Sold additional consultation hours and services to SaaS customer base

**Self-Employed, Remote**

**Oct 2016 - Present**

Freelance Marketer

- Deliver services for client websites, 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 by optimizing SEO, digital advertising, OEM alignment, social media, and websites for both English and French websites