
Priya Raman

PRODUCT MARKETING MANAGER

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Summary

Product marketer with seven years launching B2B software, from positioning and pricing to sales enablement. Turns customer research into messages that sales teams actually use.

Experience

Product Marketing Manager

Feb 2022 to Present

Lumen Analytics, San Jose, CA

- Led positioning and launch for 3 releases that added \$6.4M in new annual revenue
- Rebuilt the pricing page with sales and product; trial to paid rose from 9% to 14%
- Run 20 customer interviews a quarter and share the findings in a monthly brief
- Wrote the sales playbook and battlecards used by 45 account executives

Associate Product Marketing Manager

Jul 2019 to Jan 2022

Northwind Cloud, San Francisco, CA

- Wrote launch messaging for 12 features and the in-app tours that announced them
- Grew webinar attendance from 300 to 1,100 a month with partner co-hosts
- Kept competitive research on 6 rival products current for the sales team

Marketing Coordinator

Jun 2017 to Jun 2019

Bayview Software, Oakland, CA

- Managed the content calendar, email newsletter and trade show schedule
- Grew the newsletter list from 8,000 to 21,000 subscribers

Education

BA in Communication

2013 to 2017

San Jose State University, San Jose, CA

- Marketing Club president

Skills

Marketing: Positioning, pricing, launches, sales enablement, customer research

Tools: HubSpot, Salesforce, Figma, Amplitude, Gong

Languages: English, Tamil, Hindi

Certifications

- Pragmatic Institute Foundations, 2021
- Google Analytics certification, 2020