

Maya Ellison

San Francisco, CA | [linkedin.com/in/maya-ellison](https://www.linkedin.com/in/maya-ellison) | mayaellison.dev

PROFESSIONAL SUMMARY

Product marketing leader with 6+ years driving go-to-market strategy, messaging, and launch execution for B2B SaaS products. Proven track record of cross-functional collaboration with product, sales, and growth teams to build positioning frameworks and sales enablement programs that move pipeline. Combines strong writing with analytics fluency to improve funnel conversion and accelerate revenue growth.

WORK EXPERIENCE

Product Marketing Manager | Nimbus Analytics | Mar 2021 - Present

- Led go-to-market strategy and launch execution for 4 product releases, driving 38% year-over-year pipeline growth
- Developed a persona-driven messaging framework adopted across marketing and sales organizations
- Built comprehensive sales enablement playbooks that reduced sales ramp time by 22%

Marketing Manager | Vertex Cloud | Jun 2018 - Feb 2021

- Owned end-to-end campaign strategy that improved SQL conversion rate from 11% to 17%
- Partnered with product team to launch pricing and packaging updates across 3 subscription tiers
- Established a win/loss analysis program to sharpen competitive positioning and inform messaging strategy

SKILLS

Go-to-market strategy, Messaging and positioning, Sales enablement, Customer research, Lifecycle marketing, HubSpot, SQL, A/B testing

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March 14, 2026

Dear Hiring Manager,

Six years leading product marketing for B2B SaaS companies, most recently at Nimbus Analytics, have prepared me well for the Senior Product Marketing Manager role at your organization. Across four product launches, my GTM work drove a 38% year-over-year increase in pipeline, and the messaging frameworks and enablement programs I built became standard tools for both marketing and sales teams.

At Nimbus Analytics, I built sales enablement playbooks that cut ramp time by 22%, directly addressing the gap between product knowledge and sales execution. Earlier, at Vertex Cloud, I owned campaign strategy that moved SQL conversion from 11% to 17%, and ran a win/loss analysis program that sharpened our competitive positioning across three pricing tiers. Both experiences reflect the cross-functional, analytics-informed approach your role requires.

The scope of this position, spanning positioning, launch execution, and funnel improvement across product and sales, matches exactly the work I find most meaningful. My background aligns closely with what you are building, and I would welcome the chance to discuss how I can contribute.

Sincerely,

Maya Ellison