

PRIYANKA MANDHYAN

PRODUCT MARKETING MANAGER

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PROFESSIONAL SUMMARY

- Product Marketing Manager with 5+ years of experience driving GTM strategy for B2B SMBs
- Experienced first marketing hire and fractional PMM, partnering closely with product, sales, and leadership teams.
- Currently working on a large-scale project called [Product Marketing Basecamp](#) to act as a repository of product marketing resources, personal notes and perspectives, and mock GTM strategies for specific companies across a few industries
- Achievements include reducing information lookup time for reps to <2 mins/call at VMware by building a sales tool and 5x-ing pipeline at Smart Web Solutions by testing new GTM channels
- Eligible for the Francophone Mobility work visa as an upper-intermediate French speaker

EXPERIENCE

Fractional Product Marketing Manager • Part-time • Contract • Remote, CA

Aug 2023 – Present

Pactto: AI Collaboration tool for creative feedback • First marketing hire focused on building positioning, messaging, and GTM for creative agencies

- Unlocked **~\$5.5M in market opportunities** by defining and choosing best-fit ICPs using market sizing, CRM, product analytics, and qualitative research across users, prospects and sales
- Developed positioning by finding differentiation through customer and competitor research and translated it into GTM assets, including a case study, segment-specific webpage, and sales deck
- Evangelized Pactto in sponsored industry events for AI creatives and UX designers, leading to a **10% increase in trial users** and 5 high-quality follow-up conversations with marketing and sales

Hexus: Interactive demo and content adaptation AI tool • Reporting to the COO, this role focused on scaling product awareness among customer success and marketing professionals

- Supported the **product launch on Product Hunt** by analyzing customer and competitor research, crafting messaging, and building marketing assets, resulting in 150+ free trials of the product
- Improved SEO and introduced persona-specific use cases, **increasing website impressions by 15%**
- Created **10+ high-impact sales enablement and demand generation assets** for field events and launches, such as 1-pagers, social media posts and videos, sales scripts, blog articles, and more, using Canva and Adobe Premiere Pro
- Built interactive product demos and a **technical documentation hub on Mintlify**, turning technical speak into use cases

TogetherWell: Mental health non-profit • Reporting to the founder, this role focused on uniting the marketing team and solidifying the GTM strategy

- Built a centralized marketing analytics dashboard on Excel, improving reporting efficiency and driving **100% team adoption**.

MBA Intern – Product Marketing • Full Time • Remote, CA

VMware, Inc. • B2B SaaS • Unified Endpoint Management Product for IT Operations

May – Aug 2022

Hired to build sales enablement material for an integration launch, manage vendors, and help sales navigate the new packaging

- Increased **sales efficiency by 50%** by developing an Excel-based sales tool to streamline SKU search and support product discovery conversations, becoming the first intern ever to receive a nomination for ‘best marketer of the month’
- Created **10+ enablement assets in 1 month** (decks, email templates, training content) for a VMware-Intel integration launch, serving internal sales teams and external partners like CDW

Head of Marketing • Full Time • Remote, India

Smart Web Solutions (UrsDigitally and MaxMobility) • B2B • Enterprise Mobility and Digital Marketing

2020 – 2021

Recruited to launch the new B2B digital transformation service, build a sales pipeline, and increase sales conversions

- **Launched** a new, category-creating digital transformation service, **increasing organic leads by 500% and acquiring 5 major clients in 2 months** through a value-forward Go-To-Market strategy, timely campaign execution, and optimizing campaign ROI by measuring leading and lagging metrics such as lead quality and win rates
- Drove cost per lead to \$0.15 by leading persona research, positioning and messaging, and monthly content strategy across pipeline-driving campaigns
- **Doubled** content production by defining goals and KPIs, and operationalizing cross-functional and analytical processes

EDUCATION

Westcliff University, Irvine, CA – MS in Engineering Management

Oct 2026

University of Southern California, Marshall School of Business, Los Angeles, CA - MBA (STEM)

May 2023

University of Mumbai, Jai Hind College, India - Bachelor of Mass Media; Major: Advertising

2015

TOOLS, LANGUAGES AND CERTIFICATIONS

Tools: n8n, Salesforce, Hubspot, Google Analytics, Advanced Microsoft Excel (Modeling and Pivot Tables), Looker, Tableau, Power BI

Languages: English, French, and Hindi

Certifications: Product Marketing Core Certified (Part of PMA Scholar Program)

PMM Thought Leadership Opportunities: Nitin Kartik's Product Marketing Wisdom [Show](#) and [Book](#), Jovanny Tovar's [Fractional Product Marketing Podcast](#)

PROJECTS

[Product Marketing Basecamp](#) • Solo Project

Nov 2025 - Present

Currently underway. A repository on Notion that includes notes, use cases, and personal perspectives on all the product marketing concepts and technology concepts learned so far, along with mock Go-to-Market Strategies for companies in different industries and self-constructed frameworks, roadmaps, and templates

- **Learning and Impact:**

- Used prompt engineering to build a product marketing multi-player game and a cold email generator, learning prompt engineering basics and basics of software architecture as a result
- Currently developing an AI agent using n8n to analyze customer reviews, discovering new product marketing use cases to solve with AI
- Read up on all the different aspects of product marketing, understood best practices, enhanced notes based on previous experience that add nuance
- Even halfway through a mock GTM strategy for an HRTech company, learned about the nuances of the industry, discovered new channels for conducting competitive intelligence, and areas to make the process more efficient using AI
- Read up on concepts in technology related to AI and more technical industries, such as AI agents, AI workflows, MCP servers, APIs, encryption methods, and so on, to increase tech literacy for efficient collaboration with technical teams and to understand AI's application in product marketing