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| **Brandon M. Baker****Senior Product Marketing Management** | bb@brandonbaker.info ● [BrandonBaker.info](https://www.brandonbaker.info/) (PW: bbaker2735)[linkedin.com/in/brandonbakermba/](https://www.linkedin.com/in/brandonbakermba/) ● (206) 914-8738 ● Seattle, WA |
| **Accomplished and growth-focused product marketing leader with 15+ years of experience driving go-to-market strategies, building brand narratives, and influencing customer behavior across global marketplaces.**Proven track record of directing B2B and B2C product marketing, launching innovative products, driving revenue growth, and scaling marketing operations for global e-commerce and tech marketplace organizations. Skilled in optimizing customer acquisition funnels, crafting effective sales enablement resources, and scaling product marketing functions from the ground up. Demonstrated ability to build high-performing teams, optimize product adoption, and enhance customer engagement through impactful storytelling and strategic positioning. Known for navigating competitive markets and aligning marketing initiatives with business objectives. |
| **Areas of Expertise** |
| * Product Launch & Marketing
* Go-To-Market Strategy Execution
* Storytelling & Content Development
* E-Commerce Strategy Optimization
* Brand Messaging & Positioning
 | * Customer Acquisition Growth
* Conversion Rate Optimization
* Digital Advertising Campaigns
* Multi-Channel Marketing Plans
* CRM & Marketing Automation
 | * Sales Enablement Solutions
* Market Research & Insights
* Customer Experience Enhancement
* Stakeholder Engagement & Alignment
* Vendor & Partnership Management
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| **Key Career Highlights** |
| * Generated **$2.4M** in **incremental revenue** for wholly new product offerings across **EverService** brand companies by introducing new call center and digital marketing offerings, optimizing sales strategies, and maximizing market impact through customer data analysis.
* Founded **Ansira’s Product Marketing organization,** developed innovative marketing strategies, and defined unique value propositions, competitive differentiators, and key messaging for proprietary technologies across multiple verticals.
* Established **Sincro Marketing Operations**; introduced new marketing tools and resources which enhanced efficiencies and enabled data-driven reporting for product marketing, channel marketing, and corporate marketing teams.
* Achieved **#1** position in **General Motors’ exclusive multi-vendor, multi-product** marketing program with **840** enrollments totaling **$8.8M**, outperforming the next three vendors combined.
* Increased Amazon Subscribe & Save customer acquisition by **4 times YoY in 2014** by identifying, defining, and executing promotions across on-site, search, display advertising, and email marketing.
* Grew Amazon mobile shopping app customer penetration by **3 times YoY** and achieved funded acquisition growth within performance targets by managing mobile advertising partnerships.
* Created, sold, and executed **$20M+** in marketing plans for vendor partners, such as **Canon, Nikon,** and **Sony**; led product launches, holiday deals, and promotions through strategic site placement, email campaigns, product tutorials, and display advertising.
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| **Professional Experience** |
| **EverService Holdings LLC –** Remote**Director of Product Marketing** | **Oct 2022 – Sep 2024** |
| Drove market expansion by leading development and execution of Go-To-Market (GTM) strategies across EverService brands. Directed product management initiatives, including commercializing new capabilities and transforming project-based solutions into standardized products. Led sales enablement by developing and presenting sales pitch materials, conducting training sessions, and hosting customer-facing webinars.* Introduced new offerings in diverse verticals, such as digital marketing (websites, digital advertising, social media management), call center solutions, and AI engagement products.
* Generated **$117K** in project revenue in a single quarter by expanding digital presence, onboarding new website delivery partners, and facilitating successful launch of **37** client websites.
* Facilitated execution of up to **$5M** projects by identifying and qualifying new website delivery partners and fostering vendor collaboration.
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| **Ansira (acquired Sincro) –** Remote**Director of Product Marketing** | **Mar 2021 – Oct 2022** |
| Directed a team of four product marketers to scale deliverables for Ansira’s B2B and B2C solutions. Defined product messaging, communication strategies, and positioning standards across all solutions. Ensured communication and branding consistency across multiple product lines to enhance overall brand perception and positioning.* Accelerated sales funnel and achieved revenue growth by developing and executing sales collateral in close collaboration with product, business development, and sales leadership.
* Drove platform enhancements and generated incremental revenue by implementing product marketing support, including presentation materials, product newsletters, and talk tracks.
* Developed and standardized product positioning frameworks, sales enablement materials, and go-to-market strategies to fill critical gap in organization’s marketing infrastructure.
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| **Sincro, An Ansira Company (Spun off from CDK Global) –** Remote**Director of Marketing Operations** | **Apr 2020 – Feb 2021** |
| Oversaw marketing budget and performance tracking metrics, implemented a new CRM and marketing automation platform, created sales and brand resources, and organized corporate events, including trade shows and National Sales Meetings.* Led a thought leadership strategy that delivered 70+ blog articles and 20+ dealer resources, including case studies, playbooks, and white papers within first 18 months of COVID-19 pandemic, empowering Sales teams to maintain strong engagement with clients and prospects.
* Ensured sales enablement and product marketing continuity through various structural transitions.
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| **CDK Global –** Seattle, WA**Director of Product Marketing** | **Sep 2015 – Apr 2020** |
| Transformed product performance insights into compelling sales marketing materials by liaising with cross-functional teams. Enhanced SaaS-based sales enablement and influenced product roadmap by conducting competitive analysis and collecting customer feedback. Conducted site visits, defined sales enablement strategies, and developed a commercialization plan.* Increased product visibility and drove revenue growth by leading go-to-market strategies and execution.
* Doubled historical sales and generated over **$2.5M** in revenue by leading acquisition-to-relaunch strategy for a new product assortment, selling **255** units.
* Secured largest dealer enrollment in CDK Global history with **300** dealers by launching Nissan’s website vendor program.
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| **Amazon.com –** Seattle, WA**Sr. Product Marketing Manager; Subscribe & Save** (Apr 2014 – Aug 2015) | **Jun 2009 – Aug 2015** |
| Developed and championed a new customer LTV model to enhance client valuation insights and optimize acquisition strategies. Created and executed marketing campaigns to drive awareness, adoption, and retention for Subscribe and Save. Ensured messaging aligns with Amazon’s brand voice and resonates with target audiences.* Accelerated subscription and subscriber growth by managing marketing product roadmap in collaboration with tech resources.
* Doubled YoY traffic growth **(100%+)** by leading traffic-driving initiatives, including on-site merchandising, Sponsored Links, email marketing, and display advertising.
* Increased content manager bandwidth by **25%** by driving marketing and merchandising automation across the program.
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| **Sr. Marketing Manager; Mobile Shopping App** (Feb 2013 – Apr 2014) |  |
| Developed a global LTV model for new-to-app customers to optimize acquisition budget management in collaboration with senior leadership.* Expanded ad channels beyond closed-loop networks by piloting Google Referral tag to track Android advertising effectiveness.
* Secured new product access across Amazon globally by leading negotiations between Amazon Legal and advertising partners.
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| **Sr. Site Merchandiser Camera, Photo, & Video Retail** (Jun 2009 – Feb 2013) |  |
| Pioneered cross-electronics retail marketing partnerships by piloting a **multi-million-dollar Sony program** spanning Camera, TV, Portable Audio, and Computer categories.* Achieved three consecutive years of double-digit YoY traffic growth by directly managing marketing and merchandising strategies for Amazon’s Camera, Photo, and Video businesses.
* Grew YoY vendor funding **45 times** in **2 years** by leading retail-wide expedited shipping promotions during key gift-giving seasons.
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| **Additional Experience as:*** **Storage Solutions, Marketing Manager / WW Partner Portal, US Subsidiary Manager** and **Mobility Competency Manager** at Microsoft
* **MBA Intern** at True Fabrications
* **Communications, Public Relations & Events** at VMC
* **Public Relations Manager** at ArrayComm
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| **Education** |
| **Master of Business Administration** (Cum Laude) **|** University of Notre Dame—Notre Dame, IN**Bachelor of Business Administration |** Gonzaga University—Spokane, WA |
| **Certifications & Training** |
| * ChatGPT Advanced Data Analysis, Feb 2025
* Prompt Engineering Specialization, Feb 2025
* Trustworthy Generative AI, Feb 2025
 | * ChatGPT + Excel: Master Data, Make Decisions, Tell Stories, Jan 2025
* Prompt Engineering for ChatGPT, Jan 2025
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