

# Mary Jimenez

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## Summary

Product Marketing Specialist with 7 years of experience translating complex B2B SaaS products into clear, compelling messaging that drives adoption and trust. Proven ability to increase adoption through developing go-to-market strategies for multi-product offerings.

## Experience

### Associate Product Manager

March 2024 - November 2025

*Conversica, Inc. | Bellingham, WA*

- Owned end-to-end go-to-market strategy and execution for LLM-based product launch, including positioning, messaging, sales enablement, and cross-functional coordination driving 10% accuracy improvement and \$200K annual cost savings
- Expanded sales pipeline by \$2.5M by reprioritizing product roadmap based on market insights and customer feedback, fast-tracking high-ROI features that resonated with target buyers
- Led website migration creating 20+ product pages in 30 days with clear, differentiated messaging that drove 40% increase in demo requests and pipeline generation
- Developed comprehensive launch communications for technical and business audiences, including release videos, product pages, and enablement content
- Developed sales enablement assets including pitch decks, one-pagers, and walk-through videos across Automotive, Telecom, and Sports verticals
- Translated complex AI, analytics, and automation capabilities into compelling narratives for technical and business audiences, partnering with Sales and CS to address recurring objections and friction points in the sales process

### Senior Conversation Designer

March 2022 - March 2024

*Conversica, Inc. | Bellingham, WA*

- Developed use-case specific messaging and technical documentation for AI conversation platforms
- Led quarterly product update sessions, ensuring cross-functional alignment on product capabilities
- Built onboarding and enablement resources that reduced team ramp time by 30%
- Refined customer-facing materials, gather customer insights, and improve adoption based on market feedback collaborating with Product, Sales, and Marketing teams

### Conversation Designer/AI Trainer

December 2018 - March 2022

*Conversica, Inc. | Bellingham, WA*

- Documented 200+ AI conversation use cases, creating knowledge base content
- Translated technical AI functionality into clear, user-friendly documentation
- Maintained content consistency across product releases through regular content audits
- Created template libraries and content frameworks for AI conversation systems
- Developed technical documentation for AI conversation logic

## Education

Western Washington University, 2018

Bachelor of Arts: *Anthropology; Spanish Minor*

## Skills

Product Marketing & GTM Strategy | Product Positioning & Messaging | Sales Enablement | Market & Competitive Analysis | Voice of Customer | Cross-Functional Collaboration | Product Launch Execution | B2B SaaS | Content Development | Video Production | Looker | Camtasia | Adobe Premiere Pro | Asana | Zendesk | StoryBrand Framework