



Crystal Garcia

CONTENT, GROWTH & PRODUCT
MARKETING LEADER

Contact

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📍 Mesa, Arizona

🌐 marketingwithcrystal.com

Education

BA Broadcast Journalism
Arizona State University
Phoenix, AZ

Front-end Web Development
Rockit Bootcamp
Tempe, AZ

Tech Skills – Paid Channels

- Google AdWords
- Google Display Network
- Facebook
- X
- LinkedIn
- Pinterest
- YouTube
- Direct Buys
- ABM (Terminus, etc.)

About Me

15+ years of ad tech and startup experience, focusing on validating, building and growing companies. Specialize in product marketing, content marketing, lead generation, social media, go-to-market strategies, media relations, and full-scale campaign development.

Work Experience

Aug 2023 - Sept 2024

Bluetail

Head of Marketing, Brand & Product

- Created and led GTM process for all products & services
- Created/implemented branding initiatives, GTM processes, and lead generation strategies
- Increased month-over-month post-demo pipeline by 20%
- Led lead generation and nurturing initiatives, including paid, organic, social, etc.
- Developed team KPIs to help drive new and existing leads down the funnel
- Created a 1:3 event ROI by overseeing team and strategy for conferences/prospect events
- Managed team of 4-5 marketers, freelancers and agencies

Aug 2021 - Aug 2023

Trainual

Product Marketing Manager

- Created cross-departmental strategies to bring new product features to market
- Lead in-app messaging, content creation, and customer/employee communication strategy
- Ensured internal stakeholders and leadership were aligned with strategies, KPIs, campaign levers, etc.
- Educated internal teams on new features, differentiators in the market, and product roadmapping
- Actively worked with our acquisition and community teams to help reach growth goals

Tech Skills – Design/Marketing

- Canva
- Final Cut Pro
- Photoshop
- WordPress
- MailChimp
- Pardot
- HubSpot
- ChatGPT
- SpyFu
- Google Analytics
- Google Tag Manager
- Triblio

Activities

- 600+ hours of project-based web development experience
 - Web Development: HTML, CSS, JavaScript, jQuery, Handlebars.js, AJAX, PHP
 - Tools: Git / GitHub, Bower, Gulp, NPM, Bootstrap, Sass
- Former Board Member – CASA Academy
 - Non-profit focused on providing quality educational opportunities for low income children
 - Marketing Chair
 - June 2017 – September 2018

Work Experience (cont.)

March 2019 – Aug 2021

Coplex

Sr. Growth Strategist

- Developed and executed lean, living growth strategies to validate, iterate, and determine business viability
- Validated business concepts to increase user acquisition quality/rates
- Determined unit economics, such as channel CPL, conversion rates, CPA and CAC:LTV to help curate investor interest
- Created and tested assumptions, all while learning and pivoting on-the-fly
- Worked closely with founders and internal stakeholders to inform on progress and make recommendations
- Created, designed, executed, and managed campaigns and content focused on validation and growth
- Utilized out-of-the-box strategies to validate concepts and acquire users
- Assisted with managing Growth Team, mentorship, and vendor management

Oct 2016 – Oct 2018

SquadPod

Sr. Marketing & Content Manager

- Strategized and executed lead generation campaigns, including ABM and vertical marketing
- Created thought leadership and contributed content
- Strategized/crafted sales enablement content, including guides, backgrounders, infographics, etc.
- Managed social media and SEO initiatives
- Hosted “Women in SaaS” web series, focusing on successful technology influencers
- Managed PR strategy and agency
- Managed rebrand efforts, including site overhaul and content updates

Work Experience (cont.)

Nov 2015 - Oct 2016

FiREapps

Sr. Content Marketing Manager

- Created lead generation campaigns utilizing a variety of traffic sources
- Crafted landing pages using Unbounce with automation
- Strategic content/lead generation plans for maximum conversion and outreach
- Wrote and edited eBooks, white papers, case studies, backgrounders, one-sheets, etc.
- Implemented processes and best-practices for scalable marketing and content efforts

Jan 2012 - Feb 2015

eBay Enterprise

Marketing Manager & Content Specialist

- Created compelling taglines, slogans and ad copy for 25+ clients weekly
- Managed website and paid acquisition
- Built and drove marketing campaigns including videos, print, email, social media and display advertising
- Created sales enablement materials, including case studies, one-sheets and white papers