TIMOTHY JOHNSON

SENIOR PRODUCT MARKETING MANAGER | B2B & AI GO-TO-MARKET, POSITIONING & SALES ENABLEMENT

Austin, TX | tj.usuhan@gmail.com | 310-486-5274 | linkedin.com/in/tim-t-johnson | timtjohnson.com

PROFESSIONAL SUMMARY

Product marketer with 13+ years in go-to-market, positioning, pricing, and sales enablement. At Aceable, owned the $2.5M+ Insurance and Mortgage portfolio, launched 16 new state markets that grew Insurance revenue 150% year over year, and turned the GTM playbook into a repeatable launch system. As CMO and COO at GoEducate, led go-to-market and pricing for CareerNAV, an AI-powered B2B SaaS platform sold to institutions, employers, and state agencies, reaching $450K ARR, 70K+ users, and a 30% demo-to-close rate. Uses AI daily for market research and competitive pricing analysis, and builds his own KPI reporting tools.

CORE COMPETENCIES

Product Marketing Strategy | Go-to-Market Strategy & Launches | Positioning & Messaging | Sales Enablement | Competitive Intelligence | Pricing & Monetization | Customer Insights & VOC | AI Product Marketing | Cross-Functional Leadership | Revenue Growth

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager | Aceable | Austin, TX | Sep 2025 – Oct 2026

- Owned go-to-market, pricing, and growth for the $2.5M+ Insurance and Mortgage education portfolio across 27 regulated state markets.
- Launched 16 new state markets, driving 150% year-over-year revenue growth in the Insurance vertical.
- Rebuilt the GTM launch playbook for use across teams, and partnered with the AI automation team to build a GTM builder tool that made new market launches repeatable and faster to implement.
- Built sales enablement for both verticals, including operational sales decks, battle cards, one-pagers, messaging trees, and FAQs, plus prospect lists covering independent agencies and brokerages; joined sales demos to keep messaging consistent.
- Set pricing market by market using a competitor price-monitoring tool he built, geo-specific price tests, VOC surveys on price perception, and tests of MSRP versus everyday sale pricing and couponing.
- Raised conversion rates from 1–2% to 4% in most markets by combining funnel analytics, experimentation, and Voice of Customer research.

Chief Marketing & Operations Officer | GoEducate, Inc. | Austin, TX | Aug 2021 – Aug 2025

- Led go-to-market, pricing, and product strategy for CareerNAV, an AI-powered SaaS platform that matches learners to credential and degree programs and then to jobs and employers, scaling adoption to 70K+ users.
- Partnered with engineering on product and UX for AI features that built candidate pipelines for employers, matched prospective students for institutions, and generated ATS-ready resumes for learners.
- Grew the partner base to 10 institutional contracts and played a lead role in closing 3 state Department of Corrections agreements in Florida, Texas, and Hawaii.

- Ran 10–15 qualified demos a month for employer, institution, and enterprise buyers at a 30% demo-to-close rate.
- Created every sales deck, one-pager, demo, and piece of collateral, and managed the company content library.
- Served on the executive team with P&L responsibility against a $500K ARR target, reaching $450K ARR in 2024, and led 4 direct reports across marketing and sales.

Co-Founder | Salty Batches | Austin, TX | Jan 2026 – Present

- Co-founded a zero-sugar electrolyte candy brand and took it to $40K in revenue across 34 states through DTC, retail, and B2B accounts including Salesforce.

Director of Creative Operations | Compass | Austin, TX | Jan 2020 – Sep 2021

- Led 15 direct reports, including marketing AEs and graphic designers, after integrating the Texas marketing and design teams; supported 20% Austin agent-base growth.
- Ran national creative operations for 20K+ agents in 20 U.S. markets, delivering 1,000+ projects a month; introduced Adobe Workfront and standardized workflows.

Content Marketing Manager | OJO Labs (Movoto) | Austin, TX | Oct 2018 – Jan 2020

- Led PR, social, content, and digital acquisition for a consumer real estate brand through its Series B and C growth stages.

Senior Digital Project Manager | Geometry Global (WPP) | Seoul, South Korea | Jun 2017 – Sep 2018

- Led digital product launches for Google, YouTube, and Porsche, including the Porsche Panamera E-Hybrid launch in Korea, which generated 1M+ engagements.
- Developed YouTube Red's BTS: Burn the Stage campaign, winner of the Golden Dragon for Best Overall Campaign in Asia-Pacific.

Digital Accounts & Team Supervisor | Edelman | Seoul, South Korea | Dec 2014 – Jun 2017

- Led technology brand communications for Samsung, HP, and Hyundai, including content for the Samsung global newsroom rebrand that was routinely picked up by 3–5 major outlets such as TechCrunch, The Verge, and Wired.

EDUCATION

B.S., Journalism & Advertising | University of Oregon

SKILLS

AI & automation: Claude, Claude Code, ChatGPT, GitHub, VS Code, Railway | **Analytics:** GA4, Snowflake, Power BI | **CRM & commerce:** HubSpot, Klaviyo, Iterable, Shopify, Appcues | **Project management:** Jira, Confluence, Adobe Workfront | **Languages:** English (native), Korean (proficient)