TIMOTHY JOHNSON

PRODUCT MARKETING MANAGER | SALES ENABLEMENT & COLLATERAL, TECHNICAL B2B & AI PRODUCT MESSAGING, PRESENTATIONS & EVENTS

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PROFESSIONAL PROFILE

Product marketer with 13+ years turning complex products into clear, decision-ready collateral for technical and executive audiences. At GoEducate, positioned an AI-enabled platform for employer, institutional, and enterprise buyers, and built the pitch narratives, sales enablement, and partner materials behind 10–15 demos a month and multi-year licensing deals. At Compass, ran a national creative organization producing 1,000+ projects monthly with standardized workflows in Adobe Workfront. Partners closely with product managers and technical teams in Jira and Confluence, builds polished graphics and diagrams in Figma and Adobe Creative Suite, and uses AI tools daily for research and content. Agency background at Edelman and Geometry Global (WPP) for Google, Samsung, and HP, including communications and event work.

CORE STRENGTHS

Sales Enablement & Collateral (Decks, One-Pagers, Briefs) | Product Positioning & Messaging | Technical & AI Product Storytelling | Collateral Library Management | Executive & Technical Audience Communication | Presentations, Graphics & Diagrams (Figma, Adobe CS) | Case Studies & Technical Content | Conference & Event Support | Product & Engineering Partnership (Jira, Confluence) | Customer Feedback & Market Insights

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager | Aceable | Austin, TX | September 2025 – October 2026

- Owned eCommerce, pricing, and go-to-market for $2.5M+ consumer education portfolios, delivering 150% YoY revenue growth.
- Managed a $1M budget across paid search, paid social, lifecycle email, and creative, scaling spend profitably at a 2.5x ROAS.
- Led positioning, messaging, and launches across 27 markets, keeping product messaging aligned across audiences and channels.
- Built performance dashboards connecting Snowflake, Power BI, and Jira via API, automating KPI monitoring across the full funnel.
- Analyzed the customer journey with Voice of Customer insights, funnel analytics, and A/B testing to optimize messaging, offers, and conversion, delivering a 2+ percentage-point lift.

Co-Founder (Part-Time) | Salty Batches | Austin, TX | January 2026 – Present

- Run the Shopify DTC storefront (saltybatches.com) hands-on, leading conversion rate optimization audits, landing page improvements, and custom Shopify Liquid development.
- Built a better-for-you CPG brand from concept to launch across DTC, wholesale retail, and B2B, reaching customers in 30 states with 3,000+ packages sold within six months.
- Built a B2B sales channel from zero, defining target accounts and outbound messaging and creating a Wilsonart customer case study for sales.

Chief Marketing and Operations Officer | GoEducate, Inc. | Austin, TX | August 2021 – August 2025

- Operated with GM scope on the executive team, owning go-to-market, pricing, and revenue and leading marketing, sales, business development, and client success with a five-person team and $200K budget.
- Positioned and launched the company's AI-enabled platform, translating AI into clear value propositions for institutional buyers and scaling it to 70K+ users through digital, content, and lifecycle email campaigns.
- Booked and ran 10–15 demos per month across qualified employer, institutional, and enterprise leads, and built the pitch narratives, sales enablement collateral, and partner materials that closed multi-year licensing deals.

Director of Creative Operations | Compass RE | Austin, TX | January 2020 – September 2021

- Led a national creative organization serving 20K+ agents across 20 U.S. markets, delivering 1,000+ collateral and creative projects monthly; introduced Adobe Workfront and standardized workflows to keep requests and assets organized and on schedule.
- Integrated the Texas marketing and design teams, leading 15 individual contributors and supporting 20% Austin agent-base growth and campaigns tied to $25M+ in home sales.

Content Marketing Manager | OJO Labs (Movoto) | Austin, TX | October 2018 – January 2020

- Led integrated marketing strategy and execution across PR, social, and content for a consumer real estate brand through its Series B and C growth stage.

GLOBAL AGENCY EXPERIENCE

Senior Digital Project Manager | Geometry Global (WPP) | South Korea | June 2017 – September 2018

- Developed YouTube Red's BTS: Burn the Stage campaign, awarded the Golden Dragon for Best Overall Campaign in Asia-Pacific.
- Led product launches and integrated campaigns for Google, YouTube, and Porsche, including the Porsche Panamera E-Hybrid market launch in Korea.

Digital Accounts & Team Supervisor | Edelman Korea | South Korea | December 2014 – June 2017

- Led brand communications for Samsung, HP, and Hyundai, including support for the rebrand of Samsung's global newsroom.
- Led brand activations and experiential events for California Almonds, OB Brewery (AB InBev), DSM Nutrition, and Samsung.

EDUCATION

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

TECHNOLOGY & LANGUAGES

Marketing & analytics: Google Analytics (GA4), Google Ads, Meta Ads, Power BI, Snowflake, HubSpot, Shopify, Shopify Liquid | **Creative:** Adobe Creative Suite, Figma, Final Cut | **AI & workflows:** Claude, ChatGPT, Higgsfield | **Project management:** Adobe Workfront, Jira, Confluence | **Languages:** English (native), Korean (proficient)