

AUSTIN DIERING

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Senior Product Marketing Manager

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PROFESSIONAL SUMMARY

Strategic and results-driven leader with 7+ years of experience designing and implementing successful go-to-market strategies across multiple channels. Proven track record in translating data-driven insights into actionable solutions that drive revenue growth and enhance customer engagement. Demonstrated expertise in leading cross-functional teams, developing strategic roadmaps, and executing complex GTM initiatives from conception to completion. Skilled in leveraging analytics to optimize marketing effectiveness and improve customer experience across digital touchpoints.

CORE COMPETENCIES

- Multichannel Strategy Development
- Go-to-Market Planning & Execution
- Cross-Functional Leadership
- Data-Driven Decision Making
- Revenue Growth & Customer Retention
- Strategic Roadmap Development
- Business Analytics & Insights
- Project Management & Implementation
- Executive Communication
- Customer Experience Optimization

PROFESSIONAL EXPERIENCE

Moov — Senior Product Marketing Manager

Dec 2023 – Present

- Developed and implemented multi-channel GTM strategies across digital platforms that increased qualified pipeline by 52% within six months for this B2B marketplace
- Led cross-functional teams in executing three major product launches, ensuring alignment across all channels and touchpoints
- Analyzed customer engagement data across channels to optimize the customer journey, resulting in a 35% uplift in platform engagement among high-intent users

- Established and managed a strategic roadmap for marketing initiatives, continuously refining based on performance metrics and business objectives
- Created comprehensive performance dashboards using CRM and GA4 data to measure marketing effectiveness across channels, enabling data-driven optimization that increased marketing ROI by 3.1x
- Implemented AI automation initiatives for marketing workflows, reducing campaign production time by 40% while improving performance
- Collaborated with product, engineering, and global sales teams to develop solutions that prioritized customer experience, reducing sales cycle time by 23%
- Presented strategic recommendations to executive leadership based on data analysis and market trends

Woodworking Sabbatical — Entrepreneur & Founder

Apr 2023 – Dec 2023

- Applied data-driven marketing principles to bootstrap and scale a niche B2C business, achieving \$250K+ in annualized revenue

Implemented customer feedback loops and analytics to optimize operations and increase customer retention

Cirrus Insight — Senior Product Marketing Manager

Feb 2022 – Apr 2023

- Led market research and competitive analysis efforts that informed the go-to-market strategy for five product launches across multiple customer touchpoints
- Collaborated cross-functionally with Sales Operations, Product, and Revenue Operations to implement a tiered launch process that improved time-to-market by 40%
- Designed and executed customer acquisition and retention strategies through persona-based marketing campaigns across multiple channels, increasing qualified demo requests by 312%
- Developed performance dashboards integrating Salesforce, Hubspot and product telemetry to measure marketing effectiveness across channels
- Implemented AI-powered content generation and optimization system that increased marketing content production by 65% while maintaining quality
- Created sales enablement materials including competitive battlecards and objection-handling frameworks, resulting in a 22% improvement in close rates
- Promoted within 7 months due to exceptional leadership in cross-functional execution and measurable business impact

Buildarray.com (Array) — Product Marketing Manager

Oct 2020 – Feb 2022

- Developed and executed go-to-market strategies for three high-complexity platform features, driving \$1.2M in influenced revenue
- Led cross-functional collaboration between product, engineering, and sales teams to align on GTM execution and messaging
- Established formal feedback mechanisms between customers and internal teams that influenced four major feature developments
- Created and delivered sales enablement resources that reduced drop-off at the demo stage by 31%
- Analyzed customer data to optimize positioning and messaging, leading to a 2x increase in lead-to-MQL conversion rate
- Led strategic presence at industry events, yielding a 5x increase in MQLs from target decision-makers

The 121 Project — B2C Product Marketing Manager

Jun 2018 – Oct 2020

- Designed and executed omnichannel acquisition and retention strategies that generated 2,000+ DTC product sales within 120 days of launch
- Created engagement-focused content across multiple channels that drove a 22% lift in customer retention
- Conducted customer research to develop detailed personas, enabling precise audience segmentation and targeted messaging
- Implemented multi-channel marketing campaigns across email, social, and web touchpoints, growing audience reach by 200% and revenue by 3x YoY

TECHNICAL SKILLS

- **Business Analytics:** Tableau, GA4, Looker Studio, G-Sheets, SQL, Looker BI
- **CRM/Marketing Automation:** Salesforce, HubSpot
- **Communication Channels:** Email, Chat, Messenger, WhatsApp integration experience
- **AI & Automation Tools:** ChatGPT, Claude, Jasper, Midjourney, HuggingFace, Anthropic API, OpenAI API, AI-powered analytics, LLM workflow automation
- **Project Management:** Asana, Trello, Notion, JIRA
- **Design & Presentation:** Figma, Adobe Creative Suite, Canva

EDUCATION

Bachelor of Business Administration, Marketing & Entrepreneurial Studies

Grand Canyon University — Magna Cum Laude, Delta Mu Delta Business Honors, 2020

ENTREPRENEURIAL VENTURES

Stickr — Founder & Product Lead

Jan 2024 – Present

- Founded and developed innovative "outbox security" solution that assigns unique verification codes to outgoing emails, protecting both senders and recipients from domain spoofing and phishing attacks
- Developed and executed complete product roadmap from concept to beta launch, managing all aspects of product development, website creation, and go-to-market strategy
- Currently leading beta program with 2 design partners, directly managing customer engagement loops and implementing product improvements based on feedback
- Designed positioning and messaging frameworks targeting IT professionals and cybersecurity officers at SMBs in finance, B2B SaaS, and trades industries
- Created comprehensive measurement framework to track effectiveness of positioning and messaging through website metrics, sales conversions, and customer feedback