

Rebecca Spiegel

Product Marketer & Content Strategist

A growth mindset and sports psychology inform the way I lead myself and others. As a product and content marketing strategist, I thrive when leading data-driven, creative, and interdisciplinary teams collaborating to achieve big goals. As a mother of two, I am devoted to inspiring, quality work because my time away from home is for the people at home, and I love to make them proud!

EXPERIENCE

Director of Content & Social Media Marketing

[Smokeball](#) Jun 2022 - Mar 2024

- Achieved an average 103% YoY ARR Targets
- Owned the entire GTM, product messaging/positioning, and funnel of content including industry trends reports, ebooks, webinars, blogs, videos, social media, web, ads and more, supporting messaging to target target audiences and personas
- Directed all promotional strategies of the content and customer nurture
- Owned sales campaign strategy
- Managed a team of content writers, social media specialists and designers

Marketing Director

[XR Soccer Training](#) Aug 2021 - Aug 2022

- Achieved 44% YoY growth in online purchases, 33% YoY growth in revenue, 20% YoY growth in organic traffic
- Drove branding and built website for an exclusive program for elite athletes in multiple states and three countries
- Designed and implemented e-commerce platform to sell services and goods
- Integrated social media, GoogleAds, Google Business and email marketing automation programs to create a seamless user journey
- Owned GTM launch of five new programs and expanded to two new states for the brand

Director of Product Marketing, Content Strategy

[Checkmarx](#) Jan 2021 - Feb 2022

- Achieved 160% of pipeline commitment for the year
- Owned all content supporting Buyer Decision Journey across four personas, collateral and messaging in various mediums and channels
- Drove product positioning and messaging frameworks and how it was leveraged in the digital and field experience
- Responsible for both organic and paid media strategies, including inbound and outbound automation and email sequencing
- Created full-funnel GTM with AWS and other integration/strategic partners
- Owned content, syndication, and paid media strategy the Public Sector
- Supported GTMs of SCA and Platform solutions

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Denver, CO

SKILLS

Product Marketing
Content Strategy
Marketing Data Analytics
Customer Marketing
Project Management
People Management
Multi-Channel Campaigns
Budget Building and Management
Funnel Strategy
MarTech Strategy
Social Media Marketing
B2B SaaS Marketing
Sports Marketing
Health & Wellness Marketing

EDUCATION

Bachelor of Arts

[Naropa University](#)

Psychology Religious Studies

MBA Specialization in Digital Marketing

[University of Illinois Urbana-Champaign](#)

Various Marketing and Sales Certifications

[HubSpot Academy](#)

Director of Product and Content Marketing

Mogli Technologies Nov 2019 - Jan 2021

- Launched B2B marketing strategy achieving revenue growth of 150% YoY
- Increased organic web traffic by 275%, landing page conversion rates between 14%-45%, email OR 39.5%, and CTR 17.26% via the launch of an SEO-driven website and blog
- Reduced churn by 45% by aligning marketing to Client Success via data collection, creation of digital knowledge base, product content (to improve up/cross-sell and stickiness), digitization of the onboarding
- Developed buyer personas, lead scoring, and funnel aligned with sales and client success data
- Established marketing-to-sales cadence and process with Sales and BDRs and created sales assets

Communications and Program Marketing Manager

Asana Jan 2014 - Dec 2018

- Owned, managed, and internally marketed now robust, scalable, yoga & wellness program starting when the team was under 50 employees through when the company had over 400 employees and 10s of contractors

Product Marketing Manager

XiO Jan 2019 - Nov 2024

- Architected full-lifecycle product marketing program and marketing automation, managed the redesign of the SEO-driven website, and wrote all marketing copy to support content strategy
- Reduced sales cycle by 3 months in 15-18 month process with municipal governments

Marketing Director, Owner

Rebecca Mayne Yoga Sep 2013 - Dec 2017

- Full-Stack Marketing & Business Development in two areas: Corporate wellness (Asana, Gap Inc., Sprinklr, Spotify, StyleSeat, Realty Shares, SB Architects, Frank Rimerman & Co., SSPR, and more), and accredited yoga teacher training