

Natasha Bell

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WORK EXPERIENCE

Skillssoft

08/2023 – Present

Principal Product Marketing Manager

San Francisco, CA

- Leads end-to-end marketing activities and campaigns to drive awareness and demand to Skillssoft-Global Knowledge's live, global B2B2C Data & AI, Non-Vendor IT Best Practices, Leadership & Business, & Live Subscription product portfolios.

Pearson (acquired Credly)

05/2021 – 02/2023

B2B2C Product Marketing Manager, Consumer Workforce Skills

San Diego, CA

- Launched a monthly events marketing program focused on customer and prospect education on workforce skills, upskilling, recruiting, HCM, and L&D that introduced 500+ MQLs into the monthly sales pipeline.
- Collaborated cross-functionally toward monthly and quarterly global launches by working closely with partners like product managers, data scientists, engineers, marketers, sales, and customer success managers to build and release product features for job seekers, professionals, and students.
- Refined in-product onboarding and external messaging to increase new user sign-ups by 24% and engage 1M+ unique users.

Neil Patel Digital

10/2020 – 05/2021

Content & UX Lead

San Diego, CA

- Established product market fit for new UX offering and partnered with senior leadership to strategize and execute the roadmap and build a new department using insights from customers and market trends.
- Collaborated with enterprise B2B and B2C clients' marketing, communications, and product teams. Drove 70,000+ organic conversions and brand awareness for a large retailer's new consumer-focused product line.
- Coached and mentored members of the UX and content teams, and led trainings on persona development, customer journey mapping, and neuromarketing.

Wayward Kind

09/2019 – 10/2020

Content Strategist

San Diego, CA

- Managed a team of 3 direct reports and 3 contract employees, and served as lead strategist on 20+ B2B and B2C accounts.
- Identified gaps in sales enablement materials for website and brand messaging products, then optimized pitch decks and developed new case studies and product pillar pages, leading to a 173% increase in new business.
- Prepared and pitched brand messaging, audience segmentation, and service/product positioning based on market research, competitive analysis, and user interviews to founders, senior management, and C-suite execs at 20+ B2B and B2C companies.

Cennos, Inc.

04/2018 – 09/2019

Copywriter

San Diego, CA

- Wrote engaging SEO copy for customer-facing product pages in 14 eCommerce clients' distinct voices.
- Copyedited and optimized existing product content and branded website pages.
- Developed original blog content about retail and email marketing for the company website.

Consultant (Agency partner)

01/2014 – 04/2018

Copywriter & Content Strategist

San Diego, CA

- Developed high-level brand messaging and communication strategies for B2C and technical B2B (AI, SaaS, and IT) clients that drove brand awareness, lead generation, thought leadership, and engagement.

- Created style guides for in-house use, focused on voice, tone, grammatical preference, audience talking points, competitive advantages, and talk tracks enabling junior sales members to close sales with confidence.
- Produced and optimized landing page copy, white papers, infographics, articles, videos, and sales enablement material, increasing website leads for a business messaging software company by 10%.

Lolo's Chocolateria

01/2013 – 12/2013

Product Marketing Specialist

San Diego, CA

- Led market research, competitive intelligence, and product pricing programs that introduced 1 new product line and increased revenue and repeat customer transactions.
- Designed packaging and website wireframes, photographed products, wrote copy, and managed social media platforms, increasing digital engagement by 80%.

EDUCATION

- **California State University, San Marcos**, *BA, Literature & Writing Studies*
- **Copenhagen Business School**, *Certificate, Consumer Neuroscience and Neuromarketing*
- **Pragmatic Institute** Level II Certified, *Foundation and Market*
- **Pendo**, *Product-Led Certification*

AWARDS

- **The Drum Awards** Best Fast-Moving Consumer Goods (FMCG) Campaign, *2021 Nominee*
- **US Search Awards** Best Use of Search—FMCG, *2021 Award Finalist*
- **Search Engine Land** Best B2B SEO Campaign, *2020 Award Winner*

SKILLS & INTERESTS

- **Skills:** A/B Testing; Ahrefs; Audience segmentation; Confluence; Content strategy; Cross-functional collaboration; Data analysis; Figma; Miro; Jira; Hotjar; Google Analytics and Search Console; HubSpot; Market research; Pendo; Persona development; Pragmatic framework; Product differentiation and positioning; Research; SEMrush; Stakeholder management; Storytelling; Trainings; Wireframing; WordPress
- **Interests:** Reading; nerds; fiber arts; traveling; woodcarving; vegan baking