

# Natasha Bell

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## EXPERIENCE

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### Principal Product Marketing Manager, Global

**Skillsoft – San Diego, CA**

08/2023 – Present

*Enterprise B2B & B2C EdTech Organization with digital learning content & platform solutions*

- Manages and leads **go-to-market (GTM) strategy and messaging** for Data & AI, IT Best Practices, and Learning Subscription products across 13 regions.
- Spearheaded the **tier 1 product launch of AI trainings in 13 countries** by developing strong positioning/messaging and GTM channel strategy. Works cross functionally with demand gen and content to create integrated organic marketing strategies.
- Established **new competitive intelligence framework, enablement asset templates such as pitch decks, two-pagers, and learning paths**, improving stakeholder satisfaction and reducing content development timeline.

### Founding Product Marketing Manager

**Accredible – San Francisco, CA**

02/2023 – 08/2023

*Series-A B2B SaaS Startup with an EdTech solution, received Series-B funding 08/2023*

- Championed and **developed a Go-to-Market Strategy and Framework, implementing GTM processes and release tiering system across 9 teams**, including product management, marketing, customer success, customer support, and revenue.
- Managed a **cross-functional** team of 30+ through **7 product launches and feature releases**.
- **Doubled customer engagement** and increased platform feature usage with product-specific communications.

### Product Marketing Manager, Workforce Skills

**Credly by Pearson – San Diego, CA**

05/2021 – 02/2023

*Series-A B2B2C SaaS Startup with HR Tech & EdTech solutions, acquired 01/2022*

- Developed and published **B2B and B2C brand messaging**, securing immediate cross-departmental and executive buy-in, and improving alignment between marketing, sales, customer success, and product teams.
- **Generated 500+ B2B MQLs monthly** by **launching an event-driven marketing program** focused on educating customers and **prospects** on workforce skills, upskilling, recruiting, HCM, and L&D.
- **Increased new user sign-ups by 24% and engaged 1M+ unique users** by **designing and executing a consumer-focused messaging journey**, driving personalized experiences across email, web, and in-platform.

### Lead, Content & UX

**Neil Patel Digital – San Diego, CA**

10/2020 – 05/2021

*Growth-stage ad & performance marketing agency for mid-market & enterprise organizations*

- Led content strategy, production, and distribution for 7 enterprise accounts, collaborating with enterprise B2B and B2C client marketing, communications, and product teams. **Developed assets that directly drove 70,000+ organic conversions** and a **156% increase in organic revenue (YoY)** for a **large retailer's new tier 1 product line**.
- Won *Search Engine Land's Best B2B SEO Campaign Award*, nominated for *The Drum Awards' Best Fast-Moving Consumer Goods (FMCG) Campaign*, and placed as a finalist for *US Search Awards' FMCG Best Use of Search Award*.

### Content Strategist & Copywriter

**Wayward Kind – San Diego, CA**

09/2019 – 10/2020

*Early-stage B2B & B2C marketing B-Corp for SMB & mid-market purpose-driven organizations*

- **Managed and led a team of 4 writers**, delivering content for 40+ B2B and B2C clients across SaaS, social impact, and HCM.
- Prepared and presented **comprehensive brand messaging, audience segmentation, and product positioning strategies** to founders, senior management, and C-suite execs at 20+ B2B and B2C companies, resulting in a 41% increase in add-on services.

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## EDUCATION & CERTIFICATIONS

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- **Pragmatic Institute** – PMC-II Certified (Foundation and Market)
- **Pendo** – Product-Led Certification
- **Copenhagen Business School** – Certificate in Consumer Neuroscience and Neuromarketing
- **California State University, San Marcos** – B.A. in Literature & Writing Studies

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## ADDITIONAL

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**Skills:** Hubspot CRM, Adobe (Photoshop, InDesign, XD), Wordpress, Google Analytics, SEO (Ahrefs, SEMrush), UX (Hotjar, Figma, Adobe XD, Pendo), CMS (HubSpot, WordPress), AI (Microsoft Copilot, OpenAI ChatGPT, Jasper)

**Community:** Product Marketing Alliance, Latinas in Tech, Women in Tech