

Natasha Bell

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WORK EXPERIENCE

Skillsoft

08/2023 – Present

Principal Product Marketing Manager, Global

San Diego, CA

- Leads global go-to-market (GTM) campaigns across 4 product lines (Data & AI, IT Best Practices, Leadership & Business, and Live Learning Subscriptions), increasing pipeline creation by 2X and boosting closed-won rates by 15%.
- Generates \$500K in new business opportunities quarterly for AI product line by executing targeted demand generation strategies and expanding brand presence through content, digital, and social campaigns.
- Developed and implemented a competitive intelligence framework that increased sales confidence and improved pipeline creation, aligning sales, marketing, and product teams with actionable insights.

Accredible

02/2023 – 08/2023

Product Marketing Lead

San Francisco, CA

- Led the development of a Go-to-Market Strategy and Framework as the company's first Product Marketer, 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 through 7 product launches and feature releases.
- Doubled customer engagement with product-specific communications and increased platform feature usage.

Credly by Pearson

05/2021 – 02/2023

Product Marketing Manager, Consumer

San Diego, CA

- 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.
- Generated 500+ MQLs monthly by launching an event-driven marketing program focused on educating customers and prospects on workforce skills, upskilling, recruiting, HCM, and L&D.
- Developed and published B2B and B2C brand messaging, achieving a 12% increase in brand recognition and securing immediate cross-departmental and executive buy-in, improving alignment between marketing, sales, customer success, and product teams.

Neil Patel Digital

10/2020 – 05/2021

Content & UX Lead

San Diego, CA

- Drove 70,000+ organic conversions and a 156% increase in organic revenue (YoY) by optimizing content strategy, production, and distribution for a large retailer's new eCommerce product line.
- Led content strategy, production, and distribution for 7 enterprise accounts, collaborating with enterprise B2B and B2C clients' marketing, communications, and product teams.
- Established product-market fit for new UX offering, growing the department by 700% and increasing adoption rates by 25%, collaborating with senior leadership to strategize and execute the product roadmap.

Wayward Kind

09/2019 – 10/2020

Content Strategist & Copywriter

San Diego, CA

- Managed and led a team of 4 writers, delivering content for 40+ B2B and B2C clients across SaaS, social impact, and HR tech industries, increasing subject matter coverage by 35% and reducing turnaround time by 57%
- Boosted close-won rate by 173% by redesigning the sales journey, creating high-impact enablement assets, landing pages, and conducting in-depth customer interviews to drive new case studies and customer stories.
- 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.

Cennos, Inc.

04/2018 – 09/2019

Copywriter

San Diego, CA

- Crafted SEO-optimized copy for customer-facing product pages across 14 B2C eCommerce clients, improving visibility and driving organic traffic for retail brands in design, décor, and fashion.
- Enhanced product content and branded website pages through detailed copyediting and SEO optimization, ensuring consistency in voice, tone, and alignment with brand messaging across multiple clients.
- Created engaging blog content focused on retail and email marketing trends, contributing to thought leadership and strengthening agency's brand authority.

Narrativa Creative

01/2014 – 04/2018

Copywriter & Content Strategist

San Diego, CA

- Developed high-level brand messaging and communication strategies for B2C and technical B2B clients (AI, SaaS, and IT), driving brand awareness, lead generation, and thought leadership across multiple sectors.
- Produced and optimized high-impact content (landing pages, white papers, infographics, articles, videos, and sales enablement materials) that increased website leads by 10% for a business messaging software client.
- Created and implemented comprehensive style guides for internal teams, outlining voice, tone, and audience-specific messaging to support consistent brand communication.

Lolo's Chocolateria

01/2013 – 12/2013

Product Marketing Specialist

San Diego, CA

- Conducted market research and competitive intelligence to inform product pricing, customer segmentation, and go-to-market strategies, resulting in the successful launch of 1 new product line and an increase in revenue and repeat customer transactions.
- Led product packaging design, website wireframe development, and social media management, driving an 80% increase in digital engagement and expanding the brand's online presence.
- Photographed products and developed marketing materials that supported consistent brand identity across all digital channels, contributing to increased product visibility and sales.

EDUCATION

- **California State University, San Marcos**, *B.A., 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

- **GTM Strategy:** Product differentiation, positioning, persona development, audience segmentation, stakeholder management
- **Research & Analytics:** Market research, competitive intelligence, data analysis, A/B testing, Google Analytics, Search Console, SEO tools (Ahrefs, SEMrush), UX Tools (Hotjar, Figma, Adobe XD, Pendo), CMS Tools (HubSpot, WordPress), AI Tools (Microsoft Copilot, OpenAI ChatGPT, Jasper)
- **Collaboration & Project Management:** Cross-functional collaboration, stakeholder management, Asana, Jira, Confluence, Figma, Miro, Wireframing
- **Storytelling & Content Strategy:** Content creation, content strategy, storytelling, product differentiation, campaign execution, product positioning, competitive analysis