

Natasha Bell

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EXPERIENCE

Principal Product Marketing Manager, Global Knowledge

Skillsoft – San Diego, CA

08/2023 – Present

Enterprise B2B & B2C Corporate Training Organization with digital learning content & platform solutions

- Leads **global go-to-market (GTM) strategy, positioning, and messaging** for Global Knowledge (Skillsoft's live learning and subscription product business) and skills-based tech training portfolios for IT audiences.
- Spearheaded the **Tier 1 global product launch of company-exclusive AI and Cybersecurity trainings**, driving adoption through compelling positioning, multi-channel GTM strategy, and enablement assets. Partnered with demand gen, content, events, and field marketing teams to execute **organic and paid marketing campaigns**, tailoring strategies for **global and regional audiences across 13+ regions**.
- Developed **new enablement asset templates, including competitive intelligence frameworks, pitch decks, two-pagers, resource hubs, and learning paths**, enhancing stakeholder alignment and increasing closed-won rates.

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, Consumer

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*.

Manager, Copy & Content Strategy

Wayward Kind – San Diego, CA

09/2019 – 10/2020

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

- **Led a team of 4 Copywriters and Content Marketers**, delivering content for 40+ B2B and B2C clients across SaaS, tech, social impact, and HCM.
- Strategized 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 customer upsells**.

Copywriter

Cennos, Inc. – San Diego, CA

04/2018 – 09/2019

Mid-stage e-Commerce agency and Business Process Outsourcing (BPO) for retailers

- Wrote engaging **product, landing, and web page content**, and **SEO product copy for 6,200+ SKUs across 14 eCommerce clients**, tailoring tone and style to match distinct brand voices. Copy was published on major retail sites including Target, Overstock, Lamps Plus, and several e-Commerce marketplaces.
- Created original blog content on topics including retail strategy, email marketing, and UGC product reviews, supporting the company's thought leadership and inbound marketing efforts.

Copy & Content Writer

Narrativa Creative – San Diego, CA

01/2014 – 04/2018

Consultancy partnership delivering long-term strategic and content marketing support to 3+ digital marketing agencies and clients across B2B, B2C, & D2C SaaS, IT, Food & Beverage, and Real Estate

- Developed **high-level brand messaging and communication strategies** for **5+ technical B2B clients**, driving brand awareness, lead generation, and thought leadership.
- 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 pitch 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%.

Founding Product Marketing Manager

Lolo's Chocolateria – San Diego, CA

01/2013 – 12/2013

Early-stage B2C confectionery brand specializing in handcrafted Brazilian sweets for D2C, corporate gifting, and events

- Led **market research, pricing strategy, and competitive analysis** that informed the **launch of a new product line** and **boosted revenue and repeat purchases by 25%**.
- **Designed packaging and website wireframes**, produced **product photography and copy**, and managed **social media**, driving an **80% increase in digital engagement**.

EDUCATION & CERTIFICATIONS

- **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

ADDITIONAL

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, Pragmatic Institute's Alumni Community, Women in Tech