

VERA MILET

Mesa, AZ | veramilet87@gmail.com | (623) 285-7819 | [linkedin.com/in/veramilet](https://www.linkedin.com/in/veramilet)

Product Marketing professional with 12+ years of experience driving go-to-market strategy, positioning, and audience research across SaaS and nonprofit sectors. Proven success leading product launches, partner enablement, and lifecycle marketing initiatives that deliver measurable results — including a 17% increase in partner sales and a 20% lift in donor retention. Adept at translating customer insights into messaging and content strategies that boost engagement, adoption, and long-term value.

SKILLS & TOOLS

Go-To-Market Strategy / Audience Research / Competitive Analysis / Communication Strategy / Market Research / Content Creation / Social Listening / Team Management / Strategic Partnerships / Messaging / Analytics / Brand Management / Planning & Budgeting / Cross-functional Collaboration / Customer Acquisition and Retention / Customer Journey Mapping / Project Management / SEO / UGC Campaigns

HubSpot / MailChimp / Similarweb / Google Analytics / Canva / Meta / WordPress / Hoosuite / Salesforce

CERTIFICATIONS

- Pragmatic Institute — Foundations: Product Marketing & Management Fundamentals (2025)
- HubSpot Digital Marketing Certification — HubSpot Academy, 2025
- UX Design Certificate — Google/Coursera, 2021
- Digital Marketing Specialist Certificate — Netology College, 2015

EDUCATION

- Bachelor's Degree in Economics — St. Petersburg State University of Engineering and Economics, 2011
- Diploma in Hospitality — Petrovsky College, 2005

EXPERIENCE

Marketing & Development Manager | The Opportunity Tree | Jun 2024 - Present | Nonprofit Sector

- Led go-to-market strategies for mission-driven campaigns (Giving Tuesday, Arizona Tax Credit), crafting messaging, segmenting audiences, and executing full-funnel strategies across digital platforms — resulting in a 38% donation increase in three months.
- Developed and launched integrated campaign assets, including landing pages, branded email flows, and persona-aligned content, driving audience engagement and a 20% increase in donor retention through recurring giving flows.
- Spearheaded the transition from WooCommerce to Qgiv to improve the giving experience — automating donor journeys, enabling campaign-level attribution, and increasing visitor-to-donor conversions by 25%.
- Collaborated with technical and cross-functional teams to configure platform integrations between Qgiv, Little Green Light CRM, Mailchimp, and WordPress — eliminating manual data entry and saving 30+ minutes per donor, while enabling real-time performance tracking.
- Led analytics implementation and campaign measurement using GA4, Tag Manager, and Meta Business Suite to track KPIs and optimize digital strategy across touchpoints.
- Produced donor-facing content (blogs, case studies, social posts) to highlight impact, strengthen storytelling, and drive emotional connection with supporters.
- Took strategic action to reverse a shadow ban and restore social media visibility — resulting in a 52% engagement boost and a 23% increase in website traffic, all through organic efforts.
- Organized and executed donor events and fundraisers, boosting engagement and brand awareness while managing vendor relationships and operational logistics.
- Collaborated across departments and regularly presented marketing insights and campaign outcomes to senior leadership and the board, aligning efforts with strategic goals.

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Product Marketing Manager | ispmanager (SaaS) | Jul 2022 - Feb 2024

- Led product marketing efforts for a B2B SaaS platform, owning go-to-market strategy, positioning, and customer insights to drive product adoption, partner growth, and brand visibility.
- Developed and executed full GTM strategy, integrating market research, competitive analysis, audience segmentation, messaging, and channel selection — leading to significant brand growth and KPI overperformance in the first year.
- Conducted audience research, surveys, and in-depth interviews to refine product features and craft positioning aligned to user pain points and partner needs.
- Increased partner sales by 17% and improved brand visibility through a co-marketing program, tailored messaging, and Customer Journey Mapping (CJM).
- Launched a Marketing-as-a-Service (MaaS) solution and created sales enablement materials for partners — resulting in a 12% increase in partner acquisition and improved onboarding.
- Drove a 45% increase in organic web traffic and built an engaged community of 4,000+ professional developers in under four months through targeted content, UGC-driven campaigns, and community storytelling — all without paid promotion.
- Launched a social listening program and several UGC campaigns, reducing response time to brand mentions to 3–4 hours and increasing brand mentions by 76% within the first year.
- Produced educational content in collaboration with tech bloggers and online platforms, resulting in 500+ course enrollments and increased product awareness in key developer channels.
- Boosted partner profitability by 22% through a revised partnership strategy focused on solution alignment, collateral improvements, and onboarding workflows.
- Managed a cross-functional team across content, paid media, and social — improving team velocity and cross-channel consistency.
- Fostered stronger alignment across departments by introducing shared tracking systems, measurable efficiency metrics, and collaborative planning cycles.

Project Manager, Social Media & Analytics | Digital Agency Ingate | Sep 2020 - May 2022

- Developed digital and social media strategies for 5 B2B/B2C clients, improving audience targeting, content engagement, and campaign efficiency.
- Conducted competitor research and market analysis to surface positioning opportunities, resulting in a 20% increase in client site traffic.
- Built and led analytics dashboards using GA4, Hootsuite, and HubSpot; trained internal teams on performance reporting and optimization.
- Achieved an average 5.5% engagement rate and high client satisfaction (NPS 66) through creative strategy execution and KPI alignment.

Digital Marketing Manager | Singer Bookstore | Jun 2015 – Sep 2020

- Led digital content, email marketing, and SEO efforts for a high-traffic cultural retailer, boosting CTR by 20% and Open Rate by 15% via optimized campaigns.
- Executed integrated social media strategy (content, design, influencer marketing), driving a 25% increase in site traffic and consistent 4.5% ER.
- Built and scaled new channels including TikTok (3.5K followers in 4 months) and Instagram (3x growth), all without paid promotion.
- Managed website content via WordPress, tracked performance via GA, and optimized SEO based on keyword research and meta updates.