

## Summary

I'm Vera Milet, a product marketing and digital strategy professional with 12+ years of experience spanning SaaS, nonprofits, and retail. My work blends research-backed strategy, cross-functional execution, and clear storytelling to help brands grow.

## Core Skills & Tools Skills:

**Skills:** Product Marketing, GTM Strategy, Audience Research, Brand Positioning, Campaign Analytics, Content Strategy

**Tools:** Mailchimp, HubSpot, GA4, Similarweb, Canva, Monday.com, WordPress, Keap

## Selected Projects

### ISPMANAGER (SAAS, REMOTE)

**Role:** Product Marketing Manager

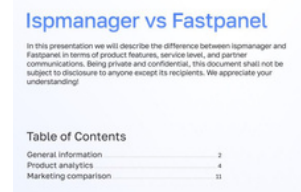
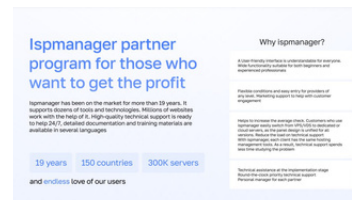
**Challenge:** Expand from a developer-focused tool to broader B2B adoption while keeping credibility with technical users.

**What I Did:**

- Defined tone-of-voice and ICPs
- Built partner/reseller onboarding decks
- Led feature launch communications
- Reported on growth metrics monthly

**Results:**

- +110% YoY social media reach
- 3x growth in blog engagement
- Partner decks adopted by 20+ resellers



### THE OPPORTUNITY TREE (NONPROFIT, PHOENIX, AZ)

**Role:** Marketing Manager

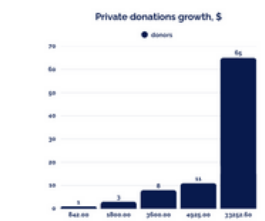
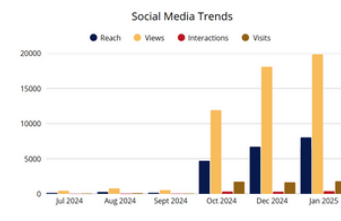
**Challenge:** Build an automated foundation and scalable system to manage multiple campaigns, including a \$10,000 Google Ad Grant.

**What I Did:**

- Designed and automated multi-channel donor campaigns
- Built lead management pipelines and follow-up workflows
- Optimized landing pages and messaging

**Results:**

- +38% donor growth
- Conversion rate improved from 0.8% to 7.9%
- Implemented an automated pipeline



### DOM KNIGI BOOKSTORE (RETAIL, ST. PETERSBURG, RUSSIA)

**Role:** Digital Marketing Manager

**Challenge:** Relaunch the store's digital presence and attract a younger audience to a historic brand.

**What I Did:**

- Launched an Instagram-first strategy and VK contests
- Partnered with influencers to expand reach
- Built content pillars and calendar from scratch

**Results:**

- +1,500 Instagram followers in the first month
- VK audience expanded 10x
- 3,000+ contest participants

