

Benjamin J. Thiefels

ben.thiefels@gmail.com • 802.598.6183 • San Diego, CA • benthiefels.com

Pragmatic certified product marketer and web strategist with demonstrated success helping growth-stage SaaS companies communicate their value, differentiate their products, and build experiences that drive results. Talent for distilling complex, technical products into compelling, value-based content for both internal and external audiences.

Areas of expertise

- UX strategy
- Content creation
- Graphic & web design
- Competitive intelligence
- Web strategy
- Go-to-market strategy
- Sales enablement
- Project management
- User testing

Relevant work experience

Cordial, San Diego CA: April 2018 – Present

Product Marketing Manager

- Responsible for all market-facing content production including: case studies, web content, webinars, videos, data sheets, enablement materials, and presentation decks.
- Conduct market research to identify industry trends and maintain a pulse on the MarTech landscape.
- Own and manage Cordial website experience, including overall architecture, navigation, customer experience, product information, key landing pages and new content updates.
- Built and maintained a comprehensive sales enablement playbook which includes key industry research, product use cases, customer stories, sales strategy, and competitive intelligence.
- Train sales and client success teams during monthly enablement sessions and sales kickoff events.
- Work closely with product team to distill and communicate product roadmap to clients and prospects.
- Provide market, product, and competitive insights to advance opportunities during the sales process.

Digital Telepathy, San Diego CA: March 2014 – April 2017

Account Strategist, Hybrid role: UX and content strategy, project management and client services

- Managed up to five cross-departmental project teams while adhering to strict budgets and timelines for multiple growth-oriented clients.
- Aligned stakeholders on vision, user goals, and strategy and worked with internal teams to create innovative user experiences across websites and digital products.
- Developed and launched a content strategy framework that provides a structured approach to web design which was adopted company-wide.
- Tested and validated assumptions with user surveys, interviews and remote testing.
- Analyzed quantitative and qualitative data to establish KPIs that measured project health and success.
- Identified opportunities for additional services, budget increases, and expansion of project scope.
- Maintained consistent net promoter score of 9 or 10 among all clients.
- Clients Included: New Relic, UCSD, Tim Ferriss, Vinebox, GoGuardian, ActivePDF, Roche, Marie Forleo

Amobee, San Diego CA: January 2012 – March 2014

Account Manager, Email Marketing Partner Development

- Scaled 30+ accounts by 75% over an 8 month period resulting in \$150,000 of incremental revenue growth.
- Collaborated with clients to develop innovative strategies that support successful lead generation campaigns and exceed ROI benchmarks.
- Worked closely with affiliate network and internal teams to increase conversion through A/B testing, creative enhancement, and landing page development.

List Services Manager, Data Management and Monetization

- Managed relationships with 200+ clients and data partners.
- Sourced premium and licensed partners through industry research and existing relationships.
- Developed a client retention system that improved partner relations, revenue and lead capture.

Education

School: Marist College, AACSD Accredited

Degree: Bachelor of Science, May 2010

Major: Business, Marketing **Minor:** Psychology

Honors: Dean's List

Awards & Certifications

Pragmatic Marketing: Level 2 certification

First place: 2016 San Diego Startup Weekend