

# Natalie Hoke

Atlanta, GA (Open to Remote/Hybrid/Relocation)



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Results-driven product marketing expert with 8+ years of international experience in B2B and B2C markets. Proven track record in driving successful go-to-market strategies, creating impactful sales enablement materials, and conducting comprehensive market research. Highly skilled in collaborating with cross-functional teams to scale product launches and achieve business goals.

## WORK EXPERIENCE

### Founder & Strategic Marketing Consultant | Phantom Persona

2025–Current | B2B SaaS & HealthTech Industries | Global Market

- Advise CEOs, founders, and executives on positioning, messaging, growth and lead generation strategy, events, podcasting, thought leadership, and personal brand development for early-stage and scaling B2B SaaS and HealthTech companies
- Research, define, and target ideal customer profiles (ICPs) and customer personas across various verticals, developing tailored outreach, content, and growth tactics for both client engagements and internal strategy
- Partner directly with CEOs and founders as a trusted, hands-on advisor, translating complex products and services into clear, compelling narratives that consistently drive revenue, growth, trust, conversations, leads, and engagement over time
- Operate independently across strategy and execution, managing multiple timelines, stakeholders, and deliverables simultaneously, including designing and implementing custom CRMs and workflows in Notion for each client, as well as for Phantom Persona

### Senior Product Marketing Manager | Unity

2023–2024 | AdTech & Gaming Industries | Global Market

- Developed and executed a global go-to-market strategy targeting a new business unit for the company, which helped drive a \$5M+ revenue increase
- Produced impactful sales enablement materials, including: slide decks, one-pagers, landing pages, banners and graphics, case studies, testimonials, and much more
- Carried out quarterly strategy based on OKRs, budget, and revenue goals, serving as the focal point across departments to ensure cohesive messaging and timelines
- Collaborated closely with marketing specialists on paid digital campaigns, webinars, designs, events, newsletters, segmented workflows, social media, PR, and localization
- Led client communication initiatives to ensure consistent, clear messaging across all touchpoints in order to help boost product adoption and reduce support inquiries

### Product Marketing Manager | Optibus

2021–2023 | Mobility & Transportation Industries | Global Market

- Led 8 product and feature launches, resulting in \$2M+ in ARR growth and significant new client wins; served as the sole PMM for 5+ products across 4 key regional markets
- Built and scaled the product marketing function from scratch, including creating all-new processes and tools, then mentoring and onboarding additional team members
- Launched a brand-new product from A to Z, owning go-to-market (GTM) strategy, positioning, messaging, pricing, customer involvement, and post-launch campaigns
- Developed comprehensive sales enablement materials, including live training sessions, FAQs, pitching and talk tracks, one-pagers, slide decks, and videos in up to 7 languages
- Conducted extensive market and competitor research, segmenting target personas, creating battlecards and a competitive knowledge base to improve sales effectiveness
- Crafted messaging frameworks to explain highly-technical, complex concepts (AI, SaaS) to a non-technical audience (public transit) to improve RFP win rates by 15%
- Created our “marketecture” diagram, a high-level visual depicting our entire offering

### Director of Marketing | Intuition Robotics

2019–2021 | HealthTech & Robotics Industries | US Market

- Single-handedly ran the marketing department as a one-person team, working directly alongside the VP of Marketing and for 6 months entirely on my own. Managed many projects in tandem across various 3rd party agencies, vendors, and freelancers
- Led a full rebrand and two website relaunches from A to Z, resulting in a 25% increase in web traffic and a stronger market presence and increased brand awareness
- Maintained our website, form submissions, lists, and templates via WordPress, HubSpot, and Shopify alongside developers, analyzing traffic, leads, and maintaining our CRM
- Implemented multi-channel lead generation campaigns as well as offline campaigns, contributing to a 20% growth in our customer base and higher-quality, relevant leads
- Orchestrated the company’s strategic event calendar, securing sponsorships, awards submissions and speaking slots, coordinating logistics, and delivering exceptional ROI

## SKILLS

- **Product marketing:** Go-to-market (GTM) strategy, positioning and messaging, sales enablement, product and feature naming, launch strategy, stakeholder alignment
- **Market research:** Persona definition and segmentation, competitive intelligence, pricing strategy, customer research, win/loss analysis
- **Marketing automation & CRM:** HubSpot expert (lists, forms, workflows, A/B testing, analytics, landing pages), Salesforce (SFDC), Mailchimp, Pardot
- **Lead generation:** Multi-channel campaigns (paid, organic, online, offline), conversion optimization, data analysis, lead scoring
- **Content strategy:** Blogs, eBooks, white papers, one-pagers, case studies, videos, webinars, content calendars
- **SEO & analytics:** Keyword research, content clusters, Google AdWords and Analytics, traffic analysis
- **Social media:** LinkedIn expert (outreach, content, Sales Navigator), organic social, Facebook Ads, Instagram, Twitter/X
- **Project management:** Jira, Airtable, Monday.com, Notion, Asana, Confluence
- **AI-powered workflows:** Research, messaging, content ideation, automation (ChatGPT, Claude, Gemini, custom GPTs)
- **Digital platforms & tools:** WordPress, Shopify, Figma, Canva, Sketch, HTML/CSS, landing page optimization
- **Video production:** Podcasting, video editing and scripting, YouTube content creation, VEED, PlayPlay, iMovie
- **Vendor management:** Freelancers, agencies, writers, developers, designers, localization and translation
- **Event marketing:** Trade shows, booth design, sponsorships, travel, speaking opportunities, print materials, swag
- **PR & communications:** Storytelling, thought leadership, awards submissions, ghostwriting, press releases

## EDUCATION

### University of Illinois at Urbana-Champaign, May 2016

#### Bachelor of Arts in Urban Planning

- Double Minors in Spanish and Environmental Sustainability
- Dean’s List Recognition, 3.7 GPA

## LANGUAGES

English – Mother tongue

Spanish and Hebrew – 80% fluent