

Irina Nica

On a mission to help
great tech creators
grow and scale.

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SUMMARY

Irina is a high-performing and proactive product marketing manager who is passionate about technology, taking products to market, and driving business growth.

She worked 100% of her career for B2B SaaS companies, ranging from start-ups to multi-national enterprises. Irina has a strong background in Product Marketing (go-to-market strategy, sales enablement, content marketing, positioning and messaging), SEO (link building, on-page optimization, outreach, and partnership building), building scalable processes, and managing remote teams.

Irina enjoys driving both the strategy and execution of a project, and she is feeling motivated by measurable results that drive business growth.

WORK EXPERIENCE

HubSpot

November 2016 - Present, Dublin (IE) - Remote

Product Marketing Manager - HubSpot AI

October 2021 - Present

- Lead the product release GTM efforts for HubSpot's new generative AI tools: Content Assistant and ChatSpot (March, 23) and reached our week 1 goals in just 48 hours from the launch.
- Continued with an on-going campaign focused on product adoption.
- Owned the launch of new features in Public Beta for Content Assistant (June, 23) and reached the product adoption goal for Q3 by the end of July.
- Worked cross-functionally to deliver the product launches globally (English plus 6 more languages). Collaborated with various teams to ensure we deliver our message through all relevant channels: Community team, Customer Communication, Social, PR, Video & Creative, International teams.
- Created copy for the campaign [splash page](#), [feature pages](#), [community blog post announcement](#) (49K+ views); drafted the script for the [demo video](#).
- Organized a sales & CS enablement training around the new AI products; created key bill of materials/post-training resources for reps to send to their prospects and customers
- Interviewed private and public beta users of HubSpot's AI tools to get their feedback and, on occasion, testimonials
- Demo'ed HubSpot's new generative AI features in Webinars

STRENGTHS

Self-motivated & resourceful
Data-oriented
Organized
Growth-mindset
Team player
Passionate about technology

SKILLS

Raising awareness & adoption for B2B SaaS products

Building key-partnership internally & externally

Effective communication & presentation skills

TOOLS

Looker
Asana
Seismic
Klue

- Prior to working on HubSpot's AI tools, I worked on creating a new persona profile (the "Tech Executive") and enabled Sales & CS teams on how to engage with this persona. Created sales enablement materials to support engagement with the new persona: objection handling, battle cards, one-pagers.

Senior Marketing Manager, SEO - Product Awareness (NAM)

October 2020 - September 2021

- Strategically planned and executed a link building and product awareness program called *Surround Sound* which resulted in over 1300+ direct signups in Q1 of 2021.
- Identified and built strategic partnerships that would result in HubSpot products being mentioned in high-traffic articles.
- Managed freelance writers to create SEO-optimized articles for partners' blogs to help improve the SEO performance of HubSpot's products.

Senior Marketing Manager, SEO - Link Building (NAM)

January 2018 - September 2020

- Strategically planned, executed and scaled HubSpot's first in-house link building program which resulted in over 1,300 backlinks to product pages and content offers, increasing organic traffic and signups.
- Built a scalable process for building partnerships and acquiring backlinks.
- Managed a team of 2 remote contractors who implemented my process.

Senior Marketing Manager, Community & Influencer Relations (NAM)

November 2016 - December 2017

- Built strategic partnerships with key-influencers in the sales space with the goal of raising awareness about HubSpot's CRM.
- Won a Marketing Champion of the month award in July 2017

SEOMonitor

October 2012 - March 2016 - Bucharest (Ro) - On-site

Product Marketing Manager (SEO Software)

June 2014 - March 2016

- Developed the Go-To-Market strategy for the company's SEO software: SEOMonitor.com which helped grow the company from 0 to \$50k MRR.
- Identified the target audience and built the company's ideal customer profile (ICP).
- Worked closely with the dev team to improve or add new features, based on customer feedback.
- Conducted regular interviews with customers and prospects to uncover needs and pains.
- Led the inside-sales team.
- Built and managed the inbound marketing strategy that helped drive leads and signups.
- Managed the company's blog and wrote most of the content.
- Built strategic partnerships with industry opinion leaders which resulted in a network of Brand Ambassadors that helped drive more leads and sales.

Sales & Marketing Manager (SEO Agency)

October 2012 - June 2014

- Developed digital PR strategies to raise awareness about SEOMonitor -- a

OTHER ACHIEVEMENTS

Head Judge at EU and Global Search Awards

International Conference Speaker
 INBOUND, USA
 LearnInbound, Ireland
 InOrbit, Slovenia
 MicroConf, Croatia

Guest Lecturer at Dublin Institute of Technology

Online Course Creator
 CXL
 TrafficThinkTank

Event Management
 2014 - 2015
 SEMDays - 2 Days,
 400+ participants,
 SEO & PPC
 conference

EDUCATION

MSc - Digital Marketing & Analytics
 - Dublin Institute of Technology
 Dublin, Ireland

Marketing Degree - Th Bucharest University of Economic Studies
 Bucharest, Romania

Romanian SEO agency at the time -- which resulted in numerous press mentions and interviews for the CEO.

- Led the sales team, developed and executed an outbound sales strategy.
- Developed SEO strategy proposals for the company's major sales leads and won multiple deals
- Results examples: As a Sales & Marketing Manager, increased the company's sales performance by 30% YoY

Freelance - Content marketing for SaaS businesses

February 2010 - October 2012