







DIEGO VELASQUEZ

PRODUCT MARKETING MANAGER

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MISSION

Utilize my extensive marketing experience to accelerate the adoption of decentralized platforms & technologies to enable & protect the freedom of information sharing & ownership of property & money.

WORK EXPERIENCE

The SSL Store

Sales Enablement Manager

Cybersecurity Industry

JAN 2022 - Present

- Responsible for developing & equipping the sales leaders & account managers with the sales tools, marketing materials, & learning resources to drive global growth for cybersecurity products
- Create presentations for the sales team to deliver training sessions & webinars to key partners & product distributors
- Create training resources & facilitate training sessions internally for new company initiatives
- Utilize HubSpot to create, maintain & optimize the sales pipeline & the deal desk
- Utilize SharePoint to create portals for internal training, sales resources, & project management
- Maintain & update pricing spreadsheets for our different partner levels & enterprise clients
- Maintain & update product feature matrices (90+ products)

Channel Marketing Manager

SEPT 2019 - DEC 2021

- Responsible for building, executing, & optimizing successful marketing initiatives & campaigns for our reseller & enterprise programs, partners, products, & services
- Produce & send out a monthly newsletter to 10,000+ global partners with information on new products, industry updates, & tips on sales, marketing, & tech-related topics
- Working cross-functionally with multiple departments, strategically plan the product launches & the execution of the go-to-market plan to partners including development of all sales, marketing, training, & support resources
- Work directly with key partners to strategize plans & develop resources to improve their operations, marketing, & sales
- Set up, track, & report on key metrics to measure the success and uptake of campaigns & partner performance
- Maintain & update new partner onboarding messaging & training to optimize the experience & improve engagement
- Maintain & update the partner portal to make training & marketing resources available for partners 24/7

GO PUCK

Marketing Manager

Mobile Power Industry

2013 - 2018

- Develop & oversee all marketing operations, from branding & design collateral to offline to online strategies
- Establish & maintain partnerships with technology companies & endemic brands to increase overall brand awareness & customer acquisition (e.g. GoPro, Red Bull, X Games, & more)
- Involved in company fundraising through investor deck development & pitching at events
- Establish & managed community for creating loyal fans, brand ambassadors, affiliates, & major influencers

EDUCATION

Anthony Pompliano's Crypto Academy

Feb 2022

Intensive Deep Dives: Blockchain, Bitcoin, PoW vs PoS, Lightning Network, DAO, DeFi, NFTs, Storage & Custody.

BS Marketing Degree

2004 - 2008

University of Wyoming

University of Barcelona

Spring Semester 2007

EXPERTISE

- Orchestrating, Executing & Tracking Product Launches
- Sales Funnel Development
- Email & Content Marketing
- SEO & Ecommerce Management
- Community Strategy & Management

TOOLS

Adobe Creative Suite, Wordpress, HTML, CSS, Shopify, HubSpot, Unbounce, Amazon Seller Central, MailChimp, Spanish language