

Dear Hiring Team,

I am a product marketer and communications lead with thirteen years of experience in B2B and B2C tech, most of it spent translating technical products into stories that move pipeline. The shorthand version of my resume is Google, Samsung, Juniper, ServiceNow, and Vertiv, with an MBA, a cybersecurity bootcamp from Berkeley, and a consultancy I founded in 2024. The longer version is that I have spent most of my career working in the seam between Product, Sales, and Marketing, which is where I tend to do my best work.

At Juniper Networks I owned GTM for the security installed base across SRX Gateways, ATP Cloud, and the Mist and Marvis AI portfolio. The programs that mattered were not the splashy launches but the EOL/EOS, upgrade, and cross-sell motions where I sat with regional sales, built the target account list with them, and figured out which customers were movable. That work held a 20% retention rate in Q4 2022 and pushed a 12% lift in technical asset downloads the quarter before. The format that consistently outperformed everything else was small: live webinars and sandbox demos with an SME in the room and a tight invite list from the AEs.

At Samsung I led marketing for the Frame TV line and delivered a 27% Q4 lift by getting pricing, the PDP, the campaign narrative, and PR aligned across teams that did not naturally talk to each other. At ServiceNow I rebuilt the internal MarCom function for IT Business Operations and pushed open rates and CTR up 40%, mostly by treating cross-functional alignment as the actual job and the email itself as the easy part.

Across all of it, the throughline is the same. I get into the room with the engineers, the sellers, and the customers, figure out what the real conversation sounds like, and then build the positioning, the enablement, and the campaigns that make the next call easier. I am most useful in places where the product is technical enough that a generalist marketer would struggle, and where the team is small enough that no one is going to hand me a clean brief.

That is the kind of role I am looking for now. Happy to talk through any of this in more detail and thank you for reading.

Raj Bhullar