

Dear Hiring Manager,

I'm a technical product marketing, communication, and campaign management professional with over 12 years of experience within the tech industry (SaaS & PaaS). My experience extends through multilingual, multi-cultural and cross-functional teams worldwide from SMBs to Large Corp's.

My bachelor's taught me the building blocks of Marketing and Communication. My M.B.A. taught me Project, team, vendor and stakeholder management with a leadership approach. My Cybersecurity Bootcamp / certification taught me the technical details required to understand the world of IT security and the security tools, products and service solutions that protect against cyber threats. I believe I can offer an excellent balance of product marketing, project management and stakeholder management.

As a Product marketing manager at Juniper Networks, I developed and executed end-to-end go-to-market program strategies for Juniper's product portfolio. These campaigns ranged from cross-selling, up- selling EOS/EOL (Renewals) and customer nurturing. The role encompassed elements of research, marketing strategies, content creation, vendor / stakeholder management and the ability to translate complex technical information into simplified compelling stories.

With a desire to be articulate and accurate with my work, I consider myself a detail-oriented candidate with a unique ability to balance creativity, strategy and execution. I am passionate about my work and how it can add value to the team. I am extremely excited about this role and would love the opportunity to speak with you about it.

Thank you for your time and consideration. Kind regards,

Raj Bhullar

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