

# RAJ BHULLAR

## PRODUCT MARKETING MANAGER

CA, NY, NJ, OH, Remote | (408) 368-7295 | me@rbhullar.com | rbhullar.com | linkedin.com/in/rsbhullar | U.S. Citizen

Technical Product Marketing Manager with an MBA, 13+ years in driving go-to-market strategy across SaaS and PaaS at Google, Samsung, Juniper Networks, ServiceNow, and Vertiv. Specialize in translating complex technical capabilities into clear, vertical-specific narratives that move pipeline. Driving outcomes such as a **27% Q4 sales lift** at Samsung, **40% open-rate / CTR uplift** at ServiceNow, and **20% installed-base retention** at Juniper. Founder of MarCadence consultancy. Comfortable across the full stack: positioning, competitive intel, sales enablement, content, demand-gen, and analytics with the technical depth to build webinars, sandbox demos, and white papers without a translator. Adept at cross-functional collaboration with Sales, Engineering, and C-Suite stakeholders to execute global campaigns and product launches.

## EXPERIENCE

### MARCADENCE

May 2024 - Present

Founder & Lead Marketing Consultant · Remote · B2B

- Provide end-to-end marketing, branding, and GTM strategy consulting to SMBs across multiple verticals; positioned as fractional product marketing partner.
- Build buyer personas, competitive landscapes, and product lifecycle plans; produce one-pagers, datasheets, battle cards, white papers, and short/long-form video.
- Design and execute data-driven campaigns across email, social, and web; track KPIs against client revenue and engagement targets.

**Tools:** HubSpot · Active Campaign · Google Analytics · Salesforce · WordPress · Adobe Creative Suite · Canva · Final Cut Pro

### VERTIV

Aug 2024 - May 2025

Global Portfolio Marketing Manager · Columbus, OH · B2B · Full-Time

- Owned product positioning, competitive analysis, and market trend research across global portfolio; informed roadmap and pricing decisions with Sales and Engineering.
- Built campaign and event collateral (datasheets, brochures, white papers, booth assets) for global tradeshows; targeted 8–11% conversion lift for Q4 2024.
- Partnered with field marketing and analyst relations to align messaging across regions and contributed to partner enablement programs.

**Tools:** Smartsheet · Wrike · Salesforce · Tableau · Adobe Creative Suite · Microsoft Teams · SharePoint

### SAMSUNG (via Ektello)

May 2023 - Feb 2024

Product Marketing Manager · Jersey City, NJ · B2C · Contract

- Led AI-integration marketing for Samsung's FRAME TV line; delivered a 27% increase in Q4 2023 sales through coordinated campaign and PDP strategy.
- Owned pricing strategy, sales forecasting, and inventory oversight; partnered with Finance on R&D and ROI analysis for new product launches.
- Coordinated with PR, integrated marketing, and legal on advertisements, press releases, claims review, and royalty/copyright clearance.
- Researched competitor activity to assess market share impact and refine product narratives.

**Tools:** Tableau · Salesforce · Eloqua · Adobe Creative Suite · Smartsheet · Microsoft Office

### JUNIPER NETWORKS

Apr 2021 - Jan 2023

Product Marketing Manager · Remote · B2B · Full-Time

- Owned GTM strategy for Juniper's Security installed-base portfolio: SRX Gateways, ATP Cloud (advanced threat prevention), and Mist/Marvis AI.
- Ran EOL/EOS, upgrade, and customer-nurture programs; maintained 20% retention rate Q4 2022 by guiding customers to next-gen solutions.
- Translated complex security and AI/ML capabilities into vertical-specific assets — videos, white papers, social, web copy, and call-script sequences — driving a 12% download lift in Q2 2022.
- Hosted live webinars and sandbox-datacenter demos with SMEs to highlight SD-WAN and SASE value props for B2B prospects.
- Built sales and partner enablement journeys and tracked outcomes against goals.

**Tools:** Tableau · Smartsheet · Wrike · Jira · ServiceNow · MindTickle · HighSpot · On24 · Salesforce · Marketo

## SERVICENOW

Nov 2017 - Apr 2019

*Sr. Communication Manager (IT) · Santa Clara, CA · Full-Time*

- Built and ran the internal MarCom infrastructure for IT Business Operations; sole POC for global announcements, newsletters, podcasts, and tutorials across ITSM/ITOM.
- Restructured templates, cadence, and platform strategy — increased email open rates and CTR by 40%.
- Improved global campaign delivery by 30% through new workflows aligned with corporate Marketing, Branding, and Change Management.
- Led platform adoption (Facebook Workplace, Zoom, Slack) and built reusable .gif-based templates rolled out company-wide.
- Managed P1 emergency comms, scheduled maintenance, and recovery announcements at global scale.

**Tools:** Eloqua · SharePoint · Saba · MindTickle · Slack · Facebook Workplace · Zoom · Adobe Creative Suite

## GOOGLE (via Akorbi & Artech)

Aug 2016 - Jul 2017

*Marketing Program Manager · Mountain View, CA · Contract*

- Search & Voice (AI): Drove project execution using Agile/Waterfall hybrids; documented features, ran bug triage, and trained cross-functional teams on internal tooling.
- Android: Managed global Google Play Store promotional campaigns; SME on two internal merch/CRM tools; ran A/B tests against internal KPIs to optimize seasonal pushes.
- Global Channel Sales: Led B2B SMB marketing across AdWords, AdSense, Analytics, Google My Business, and Remarketing; designed UI and wireframes for the Google Partners SMB site.

**Tools:** Google AdWords · Google Analytics · Internal CRM/Merch tools · Photoshop · Dreamweaver · Jira

## MOBINAR

Jan 2015 - Dec 2015

*Product Marketing Manager · Fremont, CA · B2B · Full-Time*

- Built and executed full-funnel GTM campaigns for a Big Data analytics SaaS platform; ran cross-sell and up-sell motions with measurable CTR and retention gains.
- Managed the website, landing pages, and overall web/app UI/UX; produced video tutorials and voiced narration.
- Built and maintained Salesforce CRM partnership and integration.

**Tools:** Salesforce · Marketo · Camtasia · Logic Pro X · Adobe Creative Suite · HTML/CSS

## SACRED HEART COMMUNITY SERVICE

Aug 2013 - Jan 2015

*Communications Manager · San Jose, CA · Non-Profit*

- Refreshed web presence and grew organic SEO traffic; ran social campaigns and donor-narrative storytelling across WordPress and social channels.
- Managed customer relationships and content workflows end-to-end.

**Tools:** WordPress · Hootsuite · Adobe Creative Suite

## WHISTLING WOODS TV

Jan 2012 - Jul 2013

*Product Marketing Manager (Internship) · Mumbai, India*

- Created campaigns aligned to WW Media vision; oversaw audio/video production for product launches.
- Primary MarCom POC for third-party vendors and stakeholders.

**Tools:** Salesforce · Adobe Creative Suite · Final Cut Pro

## SKILLS & TOOLS

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<b>Marketing</b>	Marketo · HubSpot · Eloqua · Active Campaign · Salesforce CRM · On24 · Hootsuite · Google AdWords & Analytics
<b>Enablement</b>	MindTickle · HighSpot · Saba · SharePoint · Confluence
<b>Project Ops</b>	Jira · ServiceNow · Smartsheet · Wrike · Microsoft Teams · Slack · Asana
<b>Analytics</b>	Tableau · Google Analytics · SQL · Microsoft Excel
<b>Creative</b>	Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere · Camtasia · Final Cut Pro · Logic Pro X
<b>Technical</b>	Python · HTML/CSS · JavaScript · Ansible · Wireshark · Splunk · Linux · VS Code
<b>Strengths</b>	Go-to-Market · Positioning · Competitive Intel · EOL/EOS · Sales Enablement · MarCom · Cross-sell / Up-sell · Webinars

## EDUCATION & CERTIFICATIONS

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<b>M.B.A., Marketing &amp; Media</b> · Manipal University	2013
<b>B.S., Advertising</b> · San Jose State University	2011
<b>IT Security Bootcamp</b> · UC Berkeley Extension	2021
<b>Digital Marketing &amp; Ecommerce Certificate</b> · In Progress	...
<b>Google Analytics &amp; Google AdWords</b> · Certified	...