

JENNIFER PRISHTINA

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SUMMARY

3x founding marketer with 13+ years experience. Specializes in 0-to-1 B2B product marketing for highly technical software — from pre-product-market-fit through growth stage. Three years working with Gartner GTM analysts has sharpened my category creation, competitive framing, and market credibility work in ways most marketers don't get access to. Where others inherit playbooks, I write them — ICP, segmentation, positioning, category narrative, and go-to-market built from scratch alongside engineers, product, and sales teams. I've also owned the full marketing stack from strategy through execution for technical and executive buyers — from the product marketing foundation to demand generation. I build with AI daily, designing systems that automate PMM processes and content creation at scale.

EXPERIENCE

NexStratus — Fractional Head of Product Marketing

Aug 2025 – Mar 2026

- Built GTM from zero for an AI-native data orchestration platform — narrowed a broad healthcare beachhead to a single hospital system segment with a defined ICP and two buyer personas, enabling focused sales prospecting and a scoped product MVP.
- Led category creation with Gartner — engaged analysts across healthcare, supply chain, Decision Intelligence, Digital Twin, and Emerging Categories to map adjacencies and define differentiation, producing positioning that anchored the initial GTM narrative for C-suite stakeholders.
- Ran GTM sprints to test segments, personas, and use cases — narrowed entry point from C-suite to Directors of Pharmacy and identified OTIF as the highest-traction supply chain use case, sharpening pipeline focus and sales motion.
- Used Claude to architect AI as infrastructure — designed a self-service sales enablement hub to auto-produce battlecards, one-pagers, sales decks, and account intelligence briefs, where one input produces multiple outputs and eliminates one-off requests to marketing.

Third Axiom — Head of Marketing & Product Marketing

Sep 2023 – Nov 2025

- Inherited a fragmented GTM across three segments and 40+ use cases — ran GTM sprints to narrow to one segment, a clear ICP, and three high-conviction use cases, eliminating product bloat and establishing a repeatable sales motion.
- Launched the Analytics Adopters Program in partnership with Tai TMS — driving 33% lead-to-participant conversion and 200% increase in qualified pipeline in a single quarter.
- Closed UPS Healthcare — Third Axiom's largest customer — through a strategic TMS partnership built around a targeted use case identified during GTM repositioning.
- Led Gartner analyst relations through ongoing collaboration and vendor briefings — incorporating analyst feedback into category narrative, positioning, and buyer messaging to strengthen market credibility and improve qualification.
- Built a full-funnel content and sales enablement library — customer testimonials, case studies, one-pagers, and sales decks — translating operational outcomes into buyer-relevant proof points deployed across every stage of the buying cycle.
- Drove qualified pipeline with a multi-channel lead generation engine including: thought leadership, blog posts, webinars, LinkedIn, newsletters, paid ads, cold outreach, and email. Managed SEO & AEO, content, and paid media contractors.
- Structured digital presence for AI-era discoverability — designed landing pages with FAQs, optimized content structure for AEO & GEO, and updated content refresh cadence so Third Axiom surfaced accurately when buyers used AI tools to research and compare vendors.

Productable — Head of Marketing

Feb 2021 – Jul 2023

- Built GTM for a defense innovation platform, growing revenue to \$5M+ ARR in two years — establishing core GTM foundations, sales enablement, and ABM engine: segmentation, positioning, messaging, and ICPs.
- Developed and executed ABM for the U.S. Air Force — built account intelligence and tailored multi-channel campaigns (email, newsletter, webinar series) that expanded the account from initial engagement into four additional Air Force groups.
- Overhauled brand and website in 8–12 weeks to speak directly to a defense audience — redesigned messaging around core product capabilities to function as a primary sales enablement tool, managing a design firm end-to-end.
- Enabled sales, customer success, and fundraising through cross-functional alignment — built collateral and customer advocacy programs for every stage of the cycle, produced thought leadership to educate the defense market, and partnered with leadership on investor messaging and pitch decks.

Moboom — Head of Product Marketing

Jan 2013 – Aug 2014

- Led product marketing for the responsive website and CMS platform — driving product and feature launches for a developer audience, including a 500+ developer event unveiling the platform and customer dashboard.
- Owned buyer narrative, competitive positioning, and sales enablement collateral including sales decks, one-pagers, and case studies.
- Drove website messaging and conversion efforts (+50%+ organic traffic, +20%+ conversion), and ran PR efforts generating 12+ media interviews/placements.

Duda — Director, Marketing Communications

Feb 2012 – Nov 2012

- Led marketing communications for a web development platform — drove brand visibility through the Google GoMo partnership, securing 40+ media placements across TechCrunch, GigaOm, and Fortune; built editorial and content programs that tripled blog traffic in 6 months and doubled social media followers.
- Produced the Mobile Movement Leaderboard using internal data; earned coverage in Mashable and GigaOm and was referenced by analysts (e.g., BIAKelsey).
- Built engagement programs (e.g., Mobile Site of the Week, fan-only deals) and an editorial cadence across blog + social to improve visibility and search performance.

Perfect Escapes — Director, Marketing Communications

Apr 2011 – Nov 2011

- Led GTM for the launch of a new flash-sale travel site — owned positioning and multi-channel messaging; drove acquisition with social media sweepstakes delivering 5,000+ sign-ups at less than \$1 per subscriber and secured 60+ media placements (incl. Reuters, MSNBC.com, Tnooz, Los Angeles Times).
- Managed PR agency end-to-end (briefing, messaging, outreach strategy, and media list development) to maintain momentum and protect brand narrative.
- Sustained list growth through weekly social contests that increased fan interaction and supported continued subscriber acquisition.

Travelocity — Principal, Content & Communications

Apr 2006 – Mar 2011

- Led Travelocity's annual Thanksgiving Task Force PR initiative: 260+ media placements, \$3M ad value, \$8M publicity value, 35M+ audience reach; owned positioning/messaging, media training, strategic partnerships, and led a 15+ person team.
- Built a data-driven content + PR engine using seasonal booking insights and quarterly customer surveys; produced trend reports earning top-tier coverage (WSJ, NYT, USA Today, LA Times) and scaled campaigns to millions+ in reach.
- Served as spokesperson across TV/radio/print (AP, WSJ, USA Today, MSNBC, NBC Nightly News, CBS Evening News, ABC Radio, CNN Radio), including in-studio satellite media tours.

CORE SKILLS

Strategy & Execution

0-to-1 GTM Strategy, Positioning & Messaging, AI Platform Narrative, Brand Building & Market Awareness, ICP & Persona Development, Segmentation, Lead Generation, Lead Scoring, Account-Based Marketing, Sales Enablement, Content Strategy, Thought Leadership, Competitive Intelligence, Analyst Relations, Team Leadership, Budget Ownership

Tools & Systems

Claude, Claude Code, Claude Skills, ChatGPT, Gemini, Wynter, Optimizely, HubSpot, GA4, Figma, Canva, Webflow, Gamma, HeyReach, Automation Tools

EDUCATION

The University of Texas at Arlington — B.A., Communications