

# Jordan Lee

Product Marketing Lead | Austin, TX

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Growth-focused PMM turning messy launches into crisp narratives, measurable pipelines, and cross-functional momentum.

## EXPERIENCE

### Associate Brand Manager | Haleon

Remote - 2021 - 2024

- Owned go-to-market for Walmart marketplace expansion, driving a 22% lift in monthly sales velocity.
- Built a launch plan framework adopted by three global regions to standardize messaging and KPI reviews.
- Partnered with data team to automate KPI dashboards, cutting executive reporting time by 40%.

### Growth Marketing Manager | Relay Health

Boston, MA - 2019 - 2021

- Scaled lifecycle experiments across email + in-app channels, improving activation by 18%.
- Co-led pricing story refresh with sales enablement assets used across 120+ reps.

## EDUCATION

### University of Michigan

BBA, Marketing + Analytics (2019)

## SKILLS

Go-to-market, Positioning, Lifecycle growth, Pricing strategy, SQL, Experiment design, Cross-functional leadership, Dashboarding

## LINKS

Resume PDF: /sample-resume.pdf

LinkedIn: <https://linkedin.com>

Portfolio: <https://behance.net>

Writing Samples: <https://medium.com>

Schedule Time: <https://calendly.com>