

MAYANK SNEH

Product Marketing Manager | Go-to-Market • Product Positioning

📍 Paris, France • Open to relocation 📞 +33 06 33 12 58 05

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SUMMARY

Product Marketing professional with 5+ years of experience across B2B SaaS and digital platforms. Bridging product, engineering, data, and go-to-market teams to translate complex systems (CRM, automation, AI workflows) into clear, outcome-driven narratives. Experienced in Agile environments, product lifecycle contribution, and data-driven decision making.

WORK EXPERIENCE

Marketing Partner – B2B Commercial Strategy (Channel Network) **2025– Present**
Deel (Independent) | Remote

- Support B2B campaigns focused on companies expanding into international markets, particularly across Europe and remote-first business environments.
- Develop customer-facing messaging around global payroll, hiring, and compliance solutions for internationally scaling businesses.
- Track changes in the international workforce and compliance regulations to align marketing communication with evolving customer requirements.
- Contribute to go-to-market activities by tailoring outreach and positioning for businesses operating across different regional markets.

Marketing Manager | RD Global Inc **Mar 2024 – Oct 2025**
Remote, India

- Responsible for go-to-market (GTM) strategy for our B2B SaaS platforms, translating complex compliance software into clear, market communication that drove a 25% improvement in overall marketing ROI.
- Bridged marketing and sales by managing campaign workflows in HubSpot and Salesforce. I leveraged win/loss data to build competitive battlecards and sales materials that helped commercial teams increase conversion rates by 30%.
- Acted as the voice of the market, monitoring customer feedback and competitor activity to continuously refine our product positioning and directly support our multi-market expansion strategy.

Group Digital Marketing Specialist (Product Marketing & GTM) **2023 – 2024**
Roima Intelligence Oy. | Sweden – Remote

- Designed the go-to-market planning for industrial B2B software, shaping the product positioning and customer-facing messaging for supply chain platforms across Nordic & North American markets.
- Partnered with the sales team to create value-selling content, translating highly technical ERP and operations capabilities into clear, pitch-ready customer benefits.
- Aligned product and commercial teams, using customer feedback and competitor activity to continuously refine our campaign strategies for different industry verticals.
- Oversaw the digital transformation project involving the migration of the company website from WordPress to a dedicated B2B commerce platform (Parttrap One) and integrating it with HubSpot CRM which directly improved lead management between marketing and sales.

**Digital Marketing Consultant & E-commerce Manager |
V.S Compagnie | Paris, France**

2021 – 2022

- Led the transition to digital commerce, launching and scaling the company's online operations from scratch alongside its established retail business.
- Expanded across 8 European markets, adapting customer-facing messaging and campaign strategies for different regional audiences and contributing to a 430% revenue increase (€500K+) within five months.
- Managed a cross-functional team of 5, coordinating marketing, operations, and commercial activities to support online growth and customer acquisition.

**Founder | HelpExpats |
Nantes, France**

2020 – 2021

- Built and launched a 0 to 1 digital platform, defining ICP, positioning, and GTM strategy
- Developed a scalable B2B2C growth model through partnerships and affiliate networks
- Managed full product lifecycle: acquisition, onboarding, engagement, retention
- Established continuous user feedback loops to refine product and messaging

EDUCATION

**Master's in International Management (Bac +5)
Audencia Business School, Nantes, France**

2018 – 2020

- Specialisation in Strategy & Marketing

**Bachelors of Technology in Mechanical Engineering (Bac +3)
SRM Institute of Science and Technology**

2011 – 2015

CORE COMPETENCIES

MARKETING OPERATIONS:

- Value Selling
- CRM Strategy & Marketing Automation (HubSpot, Salesforce)
- Analytics & Reporting (Tableau, Looker Studio)
- Campaign Strategy
- Market Feedback Loops
- Workflow Automation & Tech Stack Management

STRATEGY & GLOBAL MARKETS:

- International Marketing Strategy & Expansion
- Cross-Border Brand Positioning
- Market Gap Analysis & Intelligence Gathering
- Multi-Country Campaign Management
- Go-to-Market (GTM) Planning (Europe & Global)
- Sales Enablement & Product Narratives

B2B BUSINESS DEVELOPMENT &

KEY ACCOUNTS:

- CRM Systems (HubSpot, Salesforce)
- Marketing Automation & Workflow Design
- Data Analysis (Google Analytics, Tableau, Looker Studio)

LANGUAGES

English – Bilingual

French – A2 (progressing to B1)

CERTIFICATIONS

- HubSpot Marketing CRM – 2024 | HubSpot
- Advanced Google Analytics – 2024 | Google
- Google Ads Search – 2025 | Google
- Prompt Engineering & Programming with OpenAI – 2025 | Columbia University
- AI for Business – 2025 | Columbia University