

Vaishnavi Narella

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Product Marketing Professional | Go-to-Market Strategy & Product Positioning

Results-driven product marketing professional with hands-on experience in go-to-market execution, product positioning, competitive intelligence, and integrated campaign management across e-commerce and B2B environments. Proven ability to translate product features into compelling market messaging and drive measurable outcomes — including a 12–15% lift in conversion rates and 20% growth in product visibility. Skilled in customer segmentation, pricing strategy, and cross-functional collaboration, with a track record of aligning product narratives with audience needs to support acquisition, engagement, and retention goals in fast-paced, global contexts.

EDUCATION

Thunderbird School of Global Management

December 2026

Master in Global Management (In Progress)

PROFESSIONAL EXPERIENCE

Product Marketing & E-Commerce Intern | Spher Scientific, Scottsdale, AZ

July 2025 – August 2025

- Developed and executed go-to-market campaigns for seasonal product launches and bundled offerings across eBay and Walmart Marketplace, driving a 12–15% improvement in conversion rates through strategic product positioning, pricing alignment, and targeted promotional messaging.
- Crafted and optimized product messaging and content for 150+ listings across eBay Seller Center and Walmart Marketplace, improving keyword relevance, category positioning, and visual consistency, resulting in a ~20% increase in monthly product impressions.
- Conducted competitive intelligence and pricing analysis to inform product positioning strategy, supporting data-driven decisions on bundling, discounting, and go-to-market timing across product lines.

Project Coordinator — Marketing & GTM Execution | Tradexa Technology, India

June 2022 – December 2024

- Identified and proposed a strategic product alternative to Paytm integration following competitive market analysis, successfully repositioning the solution for the client, retaining the account, and securing a \$50,000 contract renewal.
- Planned and executed integrated multi-channel marketing campaigns via Meta Business Suite (Instagram, Facebook, WhatsApp), aligning product messaging with target customer segments to drive engagement and client retention.
- Led cross-functional coordination across marketing, product, and operations teams to manage go-to-market timelines, track launch milestones, and deliver on-time execution across multiple simultaneous client engagements.

Human Resource Intern | Tradexa Technology, Pune, Maharashtra, India

December 2021 – June 2022

- Designed and led employee engagement initiatives that increased team productivity by 25%, demonstrating organizational communication skills and stakeholder-focused process design.
- Organized a campus recruitment drive across three engineering colleges, managing the end-to-end pipeline using Workday, Monday.com, and Outlook while successfully onboarding three interns and expanding team capacity by 20%.

TECHNICAL SKILLS & TOOLS

Product Marketing: Go-to-Market Strategy · Product Positioning & Messaging · Competitive Intelligence · Customer Segmentation · Pricing Strategy · Market Research

Marketing & E-Commerce: Meta Business Suite (Instagram, Facebook, WhatsApp) · eBay Seller Center · Walmart Marketplace · Canva · SEO / Keyword Optimization · Google Analytics (in progress)

Project Management & Ops: Monday.com · Asana · Workday · Slack · Microsoft Teams · Workflow Mapping & Process Optimization

Productivity Tools: Microsoft Office (Word, Excel, PowerPoint) · Google Workspace (Sheets, Docs, Slides)

Languages: English (Fluent) · Hindi (Fluent) · Marathi (Fluent) · Telugu (Proficient in understanding)

ADDITIONAL INFORMATION

Work Authorization: F-1 student with STEM OPT — eligible for CPT (current) and up to 36 months of OPT upon graduation (December 2026). No employer sponsorship required for up to 3 years post-graduation.

Volunteer & Community: Active participation in volunteering and community service initiatives.