

Hannah June Laves

Preferred Name: June

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3362 Mantilla Drive Lexington, KY 40513

EMPATHETIC STORYTELLER | PRODUCT MARKETING LEADER | GTM STRATEGIST

Results-driven marketing professional with 10+ years of experience in B2B SaaS, specializing in GTM strategy, market research, competitive analysis, and data-driven storytelling. Skilled in managing virtual and contract teams, cross-functional teams, collaborating with product, sales, and creative teams to craft compelling positioning that drives revenue growth. Passionate about working with teams that believe in their product and bring their full selves to work every day.

PROFESSIONAL EXPERIENCE

MoxiWorks - Seattle, WA | Vancouver, BC | Melbourne, AU

Sr. Product Marketing Manager Apr. 2021 - Present | Remote full-time

- Defined, implemented, and managed upstream and downstream GTM activities for 3 verticals, 3 geographies, 10 products.
- Organized and distributed internal resources around feature development both for executives and for company-wide communications.
- Collaborated on pricing strategies for unique B2B2C software subscriptions with sales leadership. Guided demand generation and branding based on win/loss analysis and market research.
- Re-launched 3 acquired products post-M&A, handling positioning and campaigns in Canada, the U.S., and Australia; developed the repeatable GTM process
- Assisted in early product development, focusing on customer insights, market research, launch risks, customer interviews, and pricing opportunities.

Sr. Marketing Manager Nov. 2019 - Apr. 2021 | Remote full-time

- Developed and negotiated the transition plan for the acquired brand, Imprev, with executives at MoxiWorks, and executed on marketing activities including rebranding and customer communications.
- Consolidated internal messaging on product improvements and vision, originating product marketing.
- Collaborated with public relations and thought leadership on content (e.g. social media posts, blog articles, webinars, video, event marketing)
- Supported sales and account management at events, strengthening customer relationships as a product support expert.
- Wrote core messaging and reader activities of *Grit Unlocked: The Handbook for Growing an Unstoppable Real Estate Business* (2020)

Imprev (acquired by MoxiWorks in 2019) - Bellevue, WA

Marketing Manager Jul. 2018 - Nov. 2019 | Remote full-time

- Refined the product story and visuals, positioning our automation product as a service.
- Created digital materials (web pages, ads, video content) and print materials (flyers, swag, event booth banners).
- Supported the sales org and conducted booth sales and outbound sales at events.
- Participated and collaborated on product development by providing market feedback, originating product marketing.

Marketing Coordinator Apr. 2018 - Jul. 2018 | Remote full-time

- Organized co-branding events: speaking engagements, webinars, and guest articles.
- Account based marketing strategies and sales enablement.
- Managed the brand's social media accounts, website, and blog content.

Rector Hayden REALTORS® - Lexington, KY

Graphic Designer / Marketing Specialist Jul. 2014 - Apr. 2018 | On site full-time

- Produced marketing materials for 30-50 new and 20-30 revised listings weekly. Executed specialty campaigns for luxury properties, including The Kentucky Castle and Betty Sue's Family Farm.
- Led in-person and virtual training on social media, compliance, website editing, email marketing, digital ads, and real estate software.
- Created award-winning campaigns: 1st in interactive media (two years) and 3rd in specialty marketing from Leading Real Estate Companies of the World.

EDUCATION

Western Kentucky University

Major: B.A. Advertising, Creative Interactive Design, Global Studies Designation
Minor: Women's Studies

Product Marketing Bootcamp with Melinda Chung
2023

Asana Ambassador
2023

Product Marketing Alliance
Member - Insider 2022

KEY COMPETENCIES

Cross-functional team manager
Executive-level presenter
Public Speaking
Brainstorm facilitator
Multi-channel campaigns
Market research & intelligence
Professional writing and reporting
Interactive content building
Event marketing
Project management
Collaborative software

Personal Website
www.JuneLaves.com

Professional references available on request