

SAMMI REINSTEIN

PRODUCT MARKETING MANAGER 📍 BOSTON, MA 📞 978-460-5393

◦ DETAILS ◦

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◦ LINKS ◦

[Personal Website](#)

[LinkedIn](#)

[Podcast](#)

◦ SKILLS ◦

Go-to-Market Strategy

Content Strategy

Messaging & Positioning

Chatbot Design

Product Launch Strategy

📁 EMPLOYMENT HISTORY

Product Marketing Manager at MongoDB

November 2022 — Present

Member of MongoDB's platform marketing team covering professional services, training, and platform-level stories.

- Deliver global product marketing ownership for professional services, defining go-to-market strategy, messaging, and positioning.
- Create sales enablement materials such as training videos, data sheets, enablement decks, pitch decks, and more.
- Write messaging and positioning playbooks for platform stories.

Product Marketing Manager, Product Education at Drift

July 2021 — October 2022

- Created compelling content including SEO-rich landing pages, competitive blogs, launch materials, pitch decks, and more.
- Wrote, managed, and strategized middle and bottom-of-funnel offers.
- Owned Drift's adoption model and managed a cross-functional tiger team focused on improving adoption measurement.
- Product educator & content creator for Drift Insider.
- Hosted the Conversation Starters podcast through the Drift podcast network.

Professional Services Consultant at Drift

January 2020 — July 2021

- Provided data-driven conversational marketing consulting to our most strategic Drift customers including Adobe, Box, Marketo, Citrix, and more.
- Contributed to content efforts such as guides, certifications, partner services enablement, and strategic frameworks.

Associate Professional Services Consultant at Drift

June 2019 — January 2020

- Founding member of Drift's professional services team.
- Helped our largest customers build out their conversational sales and marketing strategies.

🎓 EDUCATION

Marketing Communications, Emerson College

- Graduated Summa Cum Laude.
- Member of the Gold Key Honor Society - membership is extended to the top 5% of the class.

🔧 COURSES

Inbound Marketing Certification, HubSpot

Conversational Marketing Certification, Drift

Conversational Sales Certification, Drift