

# Deon Jamy Joseph

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## Professional Summary

Data-driven product marketer with over 5 years of experience leveraging customer and market insights to fuel business growth. Proven business owner mindset as a former startup founder with a robust technical foundation (MBA and Engineering degree). Skilled in driving go-to-market strategies and positioning across industries, including B2B SaaS, Cybersecurity, EdTech, and AI-driven automation platforms.

## Professional Experience

**Product Marketing Manager, Quantumverse AI, Remote**

**September 2024 - Present**

*AI Automation Platform*

- Conducted comprehensive market research and competitive analysis to identify industry trends and gaps in AI-driven automation, guiding QuantumVerse AI's product development and positioning.
- Developed a unique value proposition and positioning strategy that highlighted QuantumVerse AI's core advantages, including real-time automation and cross-industry adaptability, setting a strong foundation for market entry.
- Researched and formulated a tiered pricing and credits-based model by analyzing competitor pricing structures and gathering insights from potential users, ensuring flexible options aligned with client needs.
- Collaborated with product and marketing teams to create pre-launch content that demonstrated QuantumVerse AI's value, including product demos, case studies, and feature teasers, building anticipation among early adopters.

**Product Marketing Manager, AroundMe, Riverside, CA**

**October 2023 - September 2024**

*Pre-seed Event networking app*

- Developed and executed a comprehensive Go-to-Market (GTM) strategy by identifying key customer segments, conducting market research, and crafting a compelling value proposition that set the product apart from competitors.
- Coordinated with event organizers such as the Bright Event in Riverside, Devopsdays to integrate AroundMe into events, enhancing attendee engagement and facilitating real-time networking opportunities.
- Created customized marketing materials and messaging for event organizers and attendees, effectively communicating AroundMe's unique benefits and driving increased adoption and user engagement.
- Collaborated with engineering and customer service teams to streamline product development and launch processes, ensuring seamless integration with event platforms and a positive user experience.
- Utilized data-driven insights to refine the product by analyzing user feedback and behavior patterns, conducting A/B testing, and leveraging market research to inform strategic feature updates.
- Led a large-scale Live Marketing Project at UC Riverside, managing a team of 18 MBA students to acquire 800 new users through strategic initiatives, including on-campus presentations, social media campaigns, and event marketing.

**Product Marketing Intern, Illumio, Sunnyvale, CA**

**June 2023- September 2023**

*Late-stage B2B SaaS startup in the Cybersecurity industry*

- Assisted in the development and execution of the Go-to-Market (GTM) strategy for the Azure-specific relaunch of Illumio Cloud Secure, contributing to market segmentation, positioning, and messaging tailored for Azure users.
- Researched and analyzed the cloud security and cloud workload security markets, contributing to a Total Addressable Market (TAM) report with growth projections and CAGR analysis.
- Developed a comprehensive pricing and licensing guide for the ADR team, including pricing examples, a dedicated pricing page, and a pricing calculator for Illumio CloudSecure.
- Assisted in the initial draft of the Business Requirements Document (BRD) for SKU-level analytics, leveraging data visualization tools like DOMO to create enhanced decision-making reports.
- Proposed strategic bundle pricing options for Illumio Core and Endpoint products to address lower sales and enhance revenue potential.

**Product Marketing Manager, AptiSmart, India**

**July 2020- August 2022**

*Education platform offering live courses for upskilling.*

- Spearheaded the Go-to-Market (GTM) strategy for AptiSmart's corporate experience programs, resulting in increased adoption among enterprise clients and educational institutions.
- Created and provided sales teams with impactful sales enablement materials such as product demos, one-pagers, case studies, and training guides, enhancing the effectiveness of sales interactions and increasing conversion rates.
- Utilized analytics tools to track and measure the effectiveness of marketing campaigns, achieving a 15% increase in ROI through targeted paid campaigns and continuous improvement efforts.
- Conducted market research and gathered customer feedback to identify needs and pain points, leveraging customer insights to develop personalized marketing messages that resonated with the target audience.

**Marketing Analyst, SteelInd Products, India**

**August 2020-August 2022**

*Manufacturing company supplying furniture products.*

- Conducted rigorous market research and competitive analyses in the online sales platforms for GEM, Amazon, and India-Mart, contributing to improved marketing, media, and website strategies across 20 clients.
- Collaborated with cross-functional teams to author a wide range of content, including pitches, newsletters, blog posts, social media campaigns, and ad campaigns.

**Operations Representative, Texas Instruments, India**

**June 2019- June 2020**

- Served as a contractor for Texas Instruments, successfully resolving major technical issues in both software and hardware departments, resulting in a 98% customer satisfaction rate.

## Education

*University of California, Riverside*

**June 2024**

**Masters in Business Administration (MBA)**

*Vellore Institute of Technology, India*

**June 2019**

**Bachelor of Technology in Mechanical Engineering**

## Additional Information

**Core-Committee Member & Volunteer, Juvenile Care**

**2015 – 2019**