

MADLINE NICHLEY

Houston, TX
madeline.nichley@gmail.com

[713.515.8865](tel:713.515.8865)
www.linkedin.com/in/madelinenichley

PRODUCT MARKETING MANAGER

Strategic Problem Solver | Engaging Marketer | Cross-Functional Collaborator

Product Marketing Manager with strategic vision and a track record of crafting compelling narratives to drive market success. Leveraging data insights and cross-functional collaboration to position products for maximum impact and long-term growth.

- **Product Positioning & Differentiation:** Grew IFMA membership recruitment by 14% within year by creating campaign based on research data and statistical outcomes and success experienced by existing members.
- **Go-to-Market Strategy:** Created and executed IFMA's first-ever "40 Under 40" member recognition program, reaching all KPI goals for nominees, web traffic, email metrics, publication readership, etc.
- **Cross-Functional Collaboration:** Worked with IFMA sales team to increase corporate sponsorship and thought leadership partners during COVID-19 pandemic, exceeding projected annual sales by wide margin.
- **Metrics & Analytics:** Opened new market opportunities in India for IFMA education programs leveraging web and social media data to explore an anecdote-based market "hunch."
- **Marketing Strategy**
- **Campaign Planning**
- **Data & Analytics Use**
- **Writing & Content**
- **AI Tool Skills**
- **SaaS & IoT**

PROFESSIONAL EXPERIENCE

ANTYLIA SCIENTIFIC, Vernon Hills, IL (Remote)

Senior Product Marketing Manager in Cole-Parmer Division

2023 to 2024

Developed and maintained marketing thousands of SKUs across 2 divisions including physical items, SaaS, IoT product offerings, and services. Created collateral, campaigns, and content for e-commerce, sales team, and distributors.

- Ushered company into current industry conversations, such as Artificial Intelligence, with insightful webinars and content relative to product launches.
- Upscaled marketing program with content marketing, targeted messaging, and customer-oriented storytelling with tactics such as bi-weekly newsletter, achieving one of highest-grossing email campaigns in enterprise within 6 months of initial launch.
- Provided sales support to channel managers by creating tailored marketing programs for channel partners, increasing sales in clinical and research lab SaaS market.
- Spearheaded shift toward storytelling, audience segmentation, and content marketing, transitioning into more customer-focused marketing strategy.

ANTYLIA SCIENTIFIC, Vernon Hills, IL (Remote)

Product Marketing Manager (Contract) in the Traceable Division

2021 to 2023

Marketed hundreds of SKUs physical items, SaaS, IoT product offerings, and services as one-woman team. Created collateral, campaigns, and content for e-commerce, sales team, and distributors.

- Re-invigorated marketing program, established brand as manufacturer and direct seller in new markets of rapidly evolving organization.

- Leveraged integrated marketing campaigns with audience segmentation and content marketing strategies, set new baseline, grew market share, and supported distributor relationships.
- Collaborated with cross-functional teams on rebranding, go-to-market, new customer acquisition, sales-boosting, and brand awareness projects to deliver outcomes on-time, within budget, and became frequently requested teammate.
- Boosted sales to equal previous year's unprecedented pandemic boom.

IFMA (INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION), Houston, TX

Marketing Product Team Lead (Manager) for Membership 2019 to 2021

Marketed, wrote content, and created chapter support materials for > 5 types of membership, hundreds of corporate sponsors, dozens of events and benefits, and > 150 chapters, communities, and industry groups.

- Turned declining membership retention numbers around after 3-4 months of taking on role, growing overall membership recruitment 14% within year.
- Implemented digital marketing tactics, increasing subscriptions of association magazine 90% in < 1 year.
- Collaborated with sales team to increase corporate sponsorship and thought leadership partners during COVID-19 Pandemic, exceeding projected annual sales.
- Communicated and launched brand update to 140+ association chapters worldwide with enthusiastic reception and zero negative impact.
- Created, planned, and communicated organization's 1st "40 Under 40" member recognition program, reaching all KPI goals for nominees, web traffic, email metrics, publication readership, etc.
- Pivoted marketing and communications quickly during COVID-19 pandemic, supporting and retaining members.

IFMA (INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION), Houston, TX

Marketing Product Team Lead (Manager) for Professional Development 2016 to 2019

Marketed, wrote content, maintained compliance, and created chapter support materials for 7 international credential / certificate programs and other industry learning programs.

- Contributed to \$4M+ in online sales in FY2019, doubling revenue over team's FY goals.
- Developed and executed marketing strategy and tactics to drive sales of IFMA's Professional Development products by combining traditional and digital marketing, increasing sales 32% over budget after product website transferred to new online platform and URL.
- Led team to raise number of new, highly qualified, visitors to website (lead generation) > 300% in 1 year using combination of cutting-edge digital and traditional marketing tactics.
- Helped open new market opportunities by leveraging data to explore anecdote-based market "hunches" and instituted inexpensive SEM campaign targeting FMs in India, expanding regional training program.
- Turned around stagnant product line by introducing new messaging, audience targeting, and digital marketing strategies such as SEM, social media advertising, remarketing, geo-fencing, etc.
- Managed in-house creative team responsible for graphic design, videography, and photography as well as third-party digital and creative agency, contributing to company-wide goals and projects on time and within budget.
- Led or co-led marketing team and various cross-functional teams during absence of director for almost a year, keeping team and organization-wide project deliverables organized, focused, high-quality, on time, and on-budget, ensuring no lost opportunities during transitions.

EDUCATION

- **Bachelor of Business Administration (BBA) in Marketing**, University of Houston, Houston, TX
- **Certificate: AI & Analytics in Marketing**, University of Miami, Miami, FL (2024)