

Bradley R. Johnson

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About me

10 years experience as a storyteller, product marketer, and GTM strategist for B2B platform startups, advising clients across technology, biosciences, gaming, consumer products, and financial services industries.

Experience

Director of Product Marketing, Blink Ops

Nov 2021 – June 2023

Early marketing hire responsible for brand strategy, company and product messaging, and launch management for international Tier-1 VC backed DevOps and cybersecurity startup.

- GTM strategy for \$26M Series A announcement (TechCrunch, VentureBeat) and multiple product launches
- Launched The Ops Community in May 2022 and achieved 1100 developer members within first week
- 100 technical blogs published in 2022 for marketing team of 2 employees

Product Marketing Manager, Netlify

Feb 2021 – Nov 2021

Product marketer for collaboration and account management product groups supporting 1M+ Netlify developers.

- Launch management for acquisition, collaboration tool product launch, enterprise pricing rollout
- Content creation and company onboarding for new competitive intelligence platform
- Author and editor for product blog posts, "The Agency Partner's Guide to Managing Client Projects with Netlify," and monthly changelog

Head of Marketing, FeaturePeek

Aug 2020 – Feb 2021 (acquired)

Product marketing and GTM strategy for web developer collaboration tool startup.

- Managed PR Agency, growth specialist, and paid sponsorships (Daring Fireball, Codepen.io)
- Recommended partner-focused GTM strategy, ultimately leading to acquisition by Netlify in Feb 2021

Marketing Director, Swim

Mar 2015 – Aug 2020

First employee hired responsible for platform open source strategy, demand generation, and product marketing.

- GTM strategy for open source launch in Q1 2019, including launch campaign, PR, and keynote event
- Open-source user growth from 0 to 30K+ downloads per month in first 12 months
- Produced 100+ technical blogs, produced 25+ company videos, and multiple company rebrands

Marketing & CRM Automation Consultant

Feb 2014 – Mar 2015

Vendor analysis and sales support project management for financial services company.

- Performed best practices audit for client Salesforce CRM database
- Implemented custom dashboards, Salesforce-integrated call logger, and competitor discussion forum

Business Marketing Manager, Zulu

Aug 2013 – Feb 2014

Responsible for creation and implementation of marketing and user acquisition strategies.

- Oversaw complete redesigns of mobile app user interface and company website
- Responsible for reseller and client training, account management and direct sales

Financial Analyst, Haverstock & Owens, LLP

Aug 2006 – Jul 2013

Accounting and finance for an international intellectual property law firm.

- Responsibilities included reconciling accounts, domestic and foreign payables, client billing and receivables, office management, attorney time entry and minor patent work

Education

Loyola Marymount University, College of Business Administration

2008 – 2012

Bachelor of Business Administration, International Business

Miscellaneous

- Qureos, Product Marketing Learning Path, Instructor and Curriculum Development, 2022
- Reforge, Introduction to Product Marketing, Cohort Member, 2021

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