

JACQUELINE SALINAS

salinas.jacque@gmail.com | 505-479-8080 | LinkedIn | Portfolio

PRODUCT MARKETING & SOCIAL MEDIA MANAGER

Product Marketing and Social Media leader with 12+ years of experience owning go-to-market strategy while also executing hands-on content and social programs. Proven ability to translate complex ideas into clear messaging, repurpose long-form and livestream content into high-performing short-form social assets, and grow engaged audiences through consistent cadence, strong hooks, and community-driven storytelling.

CORE LEADERSHIP & DOMAIN EXPERTISE

- Community Engagement & Moderation
- Product Positioning & Messaging
- Caption Writing & Hooks
- Canva, CapCut, Descript
- Performance Tracking & Iteration
- Livestream + Clip Repurposing
- Instagram, TikTok, X, YouTube Shorts
- Social Media Management & Execution
- Editorial Calendars & Scheduling
- SaaS & Creator-Led Content
- Short-Form Video & Reels
- Roadmap Storytelling & Strategic Launch Planning
- Product Marketing & GTM Strategy

PROFESSIONAL EXPERIENCE

LocalStack | Product Marketing Manager | Remote | Oct 2025 – Present

- Own product messaging and GTM strategy while also supporting social execution for launches, platform updates, and announcements.
- Repurpose long-form product content, blogs, and webinars into short-form social posts, threads, and visual assets.
- Maintain editorial calendars and collaborate cross-functionally to ensure consistent cadence and clear, on-brand delivery across channels.

Aspect, Inc. | Product Marketing Manager | Remote | 2024 – 2025

- Led product messaging and enablement while managing ongoing content calendars and social-ready assets.
- Translated launches, webinars, and long-form content into short-form posts, announcements, and campaign content.
- Partnered with Product, Sales, and Design to align GTM strategy with day-to-day content execution.

Sysdig | Director of Marketing Programs (Open Source) | Remote | 2022 – 2023

- Led GTM and community content programs that increased community meeting attendance by 50% and Slack engagement by 60%.
- Created newsletters, blogs, and social content, consistently repurposing long-form technical material for social distribution.
- Engaged directly with developer communities, influencers, and contributors to maintain an active, on-brand presence.

The Linux Foundation | Director of Ecosystem & Community Development | Remote | 2019 – 2021

- Produced and promoted 170+ blog posts, 25 podcast episodes, and 11 newsletters with consistent social amplification.
- Grew LinkedIn engagement by 768% through regular posting, content repurposing, and community interaction.

- Repurposed livestreams, talks, and events into social clips, highlights, and promotional content.

Amazon Web Services | Digital Marketing Manager | Seattle, WA | 2017 – 2019

- Supported GTM campaigns and social promotion for 23 PaaS products through short-form content and editorial scheduling.
- Adapted long-form narratives into social-ready assets for technical and executive audiences.
- Tracked performance and iterated on timing, formats, and messaging.

Intel Corp. | Global Product Marketing & Event Manager | Santa Clara, CA | 2015 – 2017

- Led product marketing while supporting social and digital promotion for launches, events, and executive visibility.
- Coordinated live event coverage and post-event content repurposing for social channels.

EDUCATION

BBA, International Management | University of New Mexico | *Cum Laude* | GPA: 3.66

CERTIFICATIONS

HubSpot: Social Media, Inbound, Email, SEO (2022–2024)
Generative AI Leadership & Strategy — Vanderbilt University
Prompt Design in Vertex AI — Google Cloud

LANGUAGES

English (Fluent) | Spanish (Fluent) | French (Conversational)