

# JESS MISHICO

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## SUMMARY

Product-focused strategist who drives initiatives from concept through execution, shaping solutions that accelerate adoption and deliver measurable business value. Skilled at aligning cross-functional teams, clarifying vision, and sustaining momentum to achieve on-time, high-impact product launches. Grounded in education and art, applying a human-centered approach to product strategy, UX, and cross-team collaboration to deepen engagement and strengthen customer loyalty. Translates emerging technologies into actionable product opportunities that improve efficiency, expand market reach, and elevate the end-to-end client experience.

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## WORK EXPERIENCE

### Product Marketing Specialist, Apex Systems

Mar 2025 - Present

- End-to-End SaaS Product & Launch Leadership: Led strategy and execution for 50+ SaaS product lifecycles, including the launch of a proprietary internal innovation platform. Leveraged Salesforce Marketing Cloud within the GTM tech stack and built positioning, launch frameworks, and workflows that shortened launch cycles by several weeks and enabled organization-wide adoption.
- Executive & Technical Strategy Alignment: Partnered with C-suite leaders, product owners, and engineering teams to shape product narratives, clarify technical priorities, and drive alignment across multiple business units and global teams. Informed strategic decisions through ongoing market, customer, and competitive insight synthesis.
- Content Architecture & Sales Enablement: Created and optimized 100+ product-focused content, messaging, and enablement assets supporting hundreds of sellers. Translated complex technical capabilities into clear value propositions that improved sales readiness and strengthened customer conversations.
- Operational & Process Optimization: Improved GTM execution by enhancing cross-team workflows and building repeatable systems, including standardized launch playbooks and structured intake processes. Eliminated dozens of redundant steps and enabled scalable, predictable product launches.

### Marketing Manager, Alchemco

May 2024 - Mar 2025

- CRM & Workflow Ownership: Led end-to-end product management of internal CRM and workflow tools, including HubSpot. Defined requirements and led training to drive adoption, streamline marketing operations, and improve team efficiency.
- Asset & Experience Delivery: Oversaw development of 100+ branded assets and 15+ SEO-optimized web pages, ensuring alignment with campaign goals and timelines. *Project: Led execution of 30' x 60' trade show booth, managing design, vendors, and schedules.*
- Product Launches: Led go-to-market execution for 50+ digital campaigns, partnering with cross-functional teams to define goals, deploy assets, and optimize performance.

### HR & Marketing Recruiter, AWP Safety

May 2023 - May 2024

- Strategic Recruitment: Designed data-driven hiring strategies and led high-volume, full-cycle recruitment, achieving a 4x higher conversion rate than average.
- Marketing-driven Sourcing: Collaborated with Marketing leaders to launch multi-channel campaigns using SEO, social media, ads, and content to attract qualified candidates.

### Web Design & Digital Growth Strategy, Freelance

Mar 2022 - Present

- Brand Website Design & Launch: Built and launched brand websites across leading CMS and e-commerce platforms, applying responsive UX/UI frameworks, comprehensive SEO strategy, and analytics-driven optimization to deliver scalable, high-performance digital experiences that increased organic traffic and conversions.

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## EDUCATION

### Bachelor of Arts, Art Education

Cal Poly Humboldt

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## SKILLS

- Product Go-to-Market Strategy
- SaaS Positioning and Messaging
- Cross-Functional Leadership
- Sales Enablement and Content Architecture
- GTM Operations and Process Optimization
- Market, Customer, and Competitive Research