

REESHA HOWARD

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PROFESSIONAL SUMMARY

Product marketing leader who has shaped GTM, positioning, and adoption at Meta, Pinterest, Nextdoor, eBay, and Twitter, backed by 15+ years of marketing experience across consumer and B2B. Proven record leading go-to-market strategy, positioning, and messaging that drive measurable revenue and adoption, including 19% YoY ad revenue growth at eBay and 17% YoY SMB revenue growth at Nextdoor. Experienced people leader who has built and directed product marketing and content teams. Influences product roadmaps through customer insight, market research, and competitive intelligence while staying close to the product from strategy through execution. Skilled communicator, storyteller, and spokesperson trusted with high-visibility consumer and B2B narratives. Deep AI proficiency, including building agentic workflows and automating complex business processes across research, GTM, and enablement.

CORE COMPETENCIES

Product Marketing Strategy | Go-to-Market (GTM) Planning and Execution | Positioning and Messaging | Audience Segmentation | Market Research and Voice of Customer (VOC) | Competitive Intelligence | Product Launches | Roadmap Influence and Prioritization | Team Leadership and People Management | Sales and Partner Enablement | Lifecycle Marketing | B2B and B2C Marketing | Advertising Products | SMB and Enterprise Marketing | Executive Communications and Storytelling | Spokesperson and Media Relations | Experimentation and Measurement | AI and Automation (Agentic Workflows, Prompt Engineering, Process Automation)

AI AND AUTOMATION EXPERTISE

- Build agentic AI workflows that automate complex business processes end to end, including insight synthesis, message testing, competitive monitoring, and launch reporting.
- Member of Pinterest's internal AI working group; converted emerging AI use cases into practical product marketing workflows that accelerated insight synthesis, experiment readouts, and launch velocity.
- Apply AI across the full GTM lifecycle: voice-of-customer analysis at scale, audience segmentation research, enablement content production, and cross-functional communications.

PROFESSIONAL EXPERIENCE

Audience Strategist, BMG Scaled Solutions (Contract) | Meta | Mar 2026 – Present

- Own scaled marketing strategy for SMB audiences within Lifecycle Marketing, spanning audience segmentation, roadmap prioritization, and identification of initiatives that drive revenue impact and transformational learnings.
- Serve as the customer insight engine for the advanced sellers segment, synthesizing behavioral and market signals into audience strategies that inform program and product roadmaps.
- Partner with cross-functional teams to prioritize the highest-impact initiatives across scaled channels and translate learnings into repeatable playbooks.

Product Marketing Manager, Ads Manager (Contract) | Pinterest | Apr 2025 – Dec 2025

- Shaped product strategy and influenced the Ads Manager roadmap through competitive analysis and voice-of-customer synthesis delivered directly to Product leadership.
- Designed and executed GTM strategies, including positioning, messaging, and in-product education, driving feature adoption across global advertisers.
- Championed AI and automation in GTM execution and feedback analysis, accelerating launch velocity and cross-team alignment.
- Built enablement resources and cross-functional communications aligning Sales, Operations, and Product stakeholders on launches; ran alpha/beta experiments and iterated on performance data.

Product Marketing Lead | Nextdoor | Jul 2023 – Apr 2025

- Led SMB advertising GTM, achieving 17% YoY revenue growth by simplifying advertiser solutions and improving engagement.
- Developed market segmentation strategies and vertical-specific messaging that drove stronger adoption in high-value segments.

- Owned Treat Map consumer program strategy and GTM, growing unique users 12% and lifting new-member activation conversion 17%.
- Produced brand activations that ladder into platform growth, including Essence Festival experiences in partnership with Disney and brand presence at AdWeek, ADCOLOR, and Cannes.

Head of Product Marketing | eBay | Aug 2022 – Jul 2023

- Directed a team of product marketers and content marketers launching consumer and SMB advertising solutions aligned to revenue goals; partnered with Product and Sales leadership to deliver 19% YoY Q4 ad revenue growth (\$276M).
- Relaunched Ads Academy seller education and built consumer-grade value propositions and in-product education, cutting onboarding abandonment 23%.
- Built market requirement documents and value propositions from voice-of-customer insights, improving adoption across SMB and enterprise sellers.
- Coached and developed PMMs, setting quality standards for positioning, launch readiness, and stakeholder communications.

Product Marketing Manager, Consumer and Trust | Twitter | Jul 2021 – Aug 2022

- Launched consumer products across Spaces, Creators, Communities, Trust and Safety, and Accessibility; grew repeat Spaces participation 32% through education and creator alignment.
- Served as consumer-facing safety spokesperson and managed the @TwitterSafety handle (3.8M followers), increasing engagement and positive sentiment 25%.
- Designed activation experiments and messaging that increased posting among test cohorts 28%, contributing to DAU/WAU growth.
- Partnered with Product, Research, Design, and Comms on positioning, GTM plans, and user education across global audiences.

Co-Founder and Head of Marketing | Game Day Sports Camp | 2012 – 2021

- Co-founded a youth sports camp business and led all marketing for nearly a decade, owning brand, demand generation, partnerships, and community programs.
- Recruited, trained, and led a team of 20 seasonal marketing and operations staff; built repeatable playbooks for enrollment campaigns and local partnerships that sustained year-over-year growth.

EDUCATION AND CERTIFICATIONS

Valparaiso University

Certified Product Marketing Manager – Product Marketing Alliance

Licensed Brand Safety Officer – Brand Safety Institute