Aisha Mohammed

SENIOR PRODUCT MARKETING MANAGER

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Summary

Senior Product Marketing Manager with 9 years in B2B product marketing, leading GTM strategy for a payments platform used by 40,000 online businesses. Owns positioning, messaging and competitive analysis, runs market research with customers and analysts, and coaches 2 product marketers. Uses AI tools for research synthesis and brings clear storytelling to launches, sales teams and executive reviews.

Skills

- **Product Marketing**
- **Positioning**
- **Messaging**
- **GTM Strategy**
- **Competitive Analysis**
- **Market Research**
- **B2B Product Marketing**
- **AI Tools**
- **Storytelling**
- **Presentation Skills**

Experience

Senior Product Marketing Manager 01/2023 - Present

Tribeca Payments New York, NY

Product marketing for a payments and fraud prevention platform.

- Lead GTM strategy for **4** products, including a 2025 fraud tool that reached $14M ARR in its first year.
- Rewrite positioning and messaging for the platform after 60 customer interviews, lifting demo conversion 22%.
- Conduct competitive analysis on 6 rivals and publish quarterly battlecards used in 80% of enterprise deals.
- Manage 2 product marketers and set launch tiers and checklists with product, sales and support.
- Present market research to the executive team twice a year, shaping 3 roadmap decisions in 2025.

Product Marketing Manager 03/2019 - 12/2022

Brightline Commerce New York, NY

Product marketing for an e-commerce platform serving mid-size retailers.

- Launched 15 features with launch plans, pitch decks and sales training for 90 reps.
- Designed a pricing study with **1,100** merchants that supported a new premium tier.
- Produced 20 customer stories and analyst briefings that moved the company up in 2 industry reports.

Marketing Associate 07/2017 - 02/2019

Gotham Media Analytics New York, NY

Marketing team at an audience analytics company.

- Wrote product one-pagers and email campaigns for 3 analytics products.
- Compiled monthly competitor feature reports in Excel for **12** product managers.
- Coordinated 8 webinars a year, from speaker prep to follow-up emails.

Education

Bachelor of Business Administration 05/2017

Baruch College, City University of New York New York, NY

Marketing