

Hope Karuri

Product Marketing & Growth Systems

Nairobi, Kenya | Remote

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Product marketer who turns technical capabilities and customer insight into clear positioning, launches and growth programs. I work across research, messaging, lifecycle, sales enablement and cross-functional delivery, building the story and systems that help people understand why a product matters.

SELECTED POSITIONING WORK

ElevenLabs Productions - Positioning Study

Independent project

2026

- Researched brand, customer and competitor signals to map the buying context for an emerging AI voice production offer.
- Proposed a positioning narrative around the "second job" of scaling voice production, grounded in workflow pain and buyer priorities.
- Published the research, competitor map and positioning evolution as an independent portfolio case study.

PRODUCT MARKETING EXPERIENCE

Org IQ - Marketing Manager

Remote / USA

APR 2025 - PRESENT

- Led the repositioning and rebrand from Email Vault to Org IQ, aligning product, sales, design and leadership around a clearer enterprise story.
- Used customer language, market research and competitor analysis to shape messaging for search, analytics, compliance and AI features.
- Built site narratives, case studies, sales one-pagers, demos, lifecycle campaigns and customer education with product and engineering partners.
- Grew the audience 3.6x and inbound pipeline 145%; GTM work contributed to 24% MRR growth over six months.
- Created a product-led demo recognized with Storylane's 2025 Best Storytelling award and continued to generate qualified pipeline.

CORE PRACTICE

Positioning & narrative:

Product story, messaging architecture, ICP fit

Customer & market insight:

Interviews, voice of customer, competitive synthesis

Launch & enablement:

Pages, demos, one-pagers, customer education

Lifecycle & growth:

Segmentation, onboarding, experiments, measurement

AI in GTM:

Research workflows, content systems, human review

SELECTED RESULTS

24%

MRR growth over six months at Org IQ

145%

increase in inbound pipeline at Org IQ

\$172.46K

event + upsell revenue in 30 days

SlayTime - Marketing Manager

Remote / USA

AUG 2025 - PRESENT

- Defined positioning and onboarding for a new productivity product using user interviews, behavior and funnel analysis across five audience groups.
- Built segmented landing pages, launch emails and acquisition tests that brought in 47 users in two weeks and 250+ early users.
- Partnered with product leadership to turn early user behavior and onboarding friction into messaging and retention priorities.

We Write Blog Posts - Content Strategist

Remote / USA

AUG 2022 - JAN 2023

- Led research, SME interviews, briefs and approvals for U.S. clients in AI, software and professional services.
- Turned unfamiliar technical source material into clear narratives while preserving accuracy, voice and client context.

Six Days of Sales - Event Strategist

Remote / USA

NOV - DEC 2020

- Mapped and wrote a multi-offer launch funnel spanning acquisition, webinar, event, checkout, upsell and book preorder.
- Carried one commercial story across the funnel, generating \$172.46K in event and upsell revenue over 30 days.
- The webinar registration page converted 37.39% of visitors; the book preorder page converted 47.06%.

Storylane

Best Storytelling Demo award, 2025

TOOLS

HubSpot, GA4, Google Tag Manager, Figma, Jira, Notion, Semrush, Storylane, ChatGPT, Claude

EARLIER DOMAIN WORK

Deluxe Media - English Scripting Editor

GoTranscript - Senior Editor & Quality Control

Enterprise localization and editorial QA, 2021-25