Justin Blume

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PROFESSIONAL SUMMARY

Product marketing strategist with end-to-end experience in positioning, go-to-market strategy, customer research, sales enablement, content, web strategy, and analytics across B2B and B2C products and brands. Combining behavioral research, UX, and AI-assisted development to build campaigns and digital products that drive understanding, adoption, and growth.

CORE COMPETENCIES

Product Marketing · Positioning & Messaging · Go-to-Market Strategy · Sales Enablement · Market & Customer Research · UX Research · Content Strategy · Customer Experience · Paid Media · Analytics & Optimization · AI-Assisted Product Development

PROFESSIONAL EXPERIENCE

Savvly · Product Marketing Strategist

Denver, Colorado · May 2024–Present

- Developed product positioning, category messaging, and customer-facing communications for a regulated fintech platform, aligning product, legal, design, and marketing across broker, employer, employee, and advisor audiences.
- Built stakeholder-specific GTM and sales enablement systems supporting product discovery, internal approval, referral, enrollment, and education across brokers, employers, employees, and advisors.
- Conducted qualitative research with financial advisors and users, identifying comprehension barriers and translating findings into revised positioning, website architecture, sales enablement, and customer education.
- Built and launched digital products, including a longevity wellness application and broker onboarding platform, that translate complex actuarial and financial concepts through personalized outputs, dashboards, and behavioral analytics.
- Produced and edited webinars, explainers, and short-form videos that have generated 100,000+ YouTube views, 680+ watch hours, and 75,000+ organic impressions.
- Supported Savvly's presence at major industry conferences through event strategy, brand experience, marketing collateral, video production, on-site content capture, and post-event marketing.

Pitch Marketing · Design Strategist

Denver, Colorado · May 2023–April 2024

- Executed end-to-end website and brand transformation projects, managing client alignment, cross-functional collaboration, design, development, and launch.
- Redesigned a conference's pricing and registration model, introducing a tiered strategy that increased revenue and replacing email-based registration with a modern online store that streamlined purchasing.
- Translated research into product positioning, value propositions, user journeys, website architecture, and conversion-focused messaging for complex products and services in the health and life sciences industry.

Independent Brand & Web Strategy · Web Designer & Digital Strategist

Remote · May 2022–May 2023

- Ran an independent web, brand, and digital strategy practice for clients across wellness, nonprofits, education, and manufacturing, managing design, delivery, analytics, and ongoing optimization to support conversions and inquiries.
- Built accessible, responsive, high-performance websites using WordPress, Squarespace, Wix, and AI-assisted development for custom elements; achieved PageSpeed scores above 90 on desktop and mobile for multiple projects.
- Optimized SEO through keyword research, site structure, content, technical improvements, and user-behavior analysis, generating 30,000 Google Search impressions and a 7.24 average position within two months for one client.

EDUCATION

IE Business School · Madrid, Spain 2022

Master in Customer Experience and Innovation · Class Rank: 2 of 52 · GPA: 3.82 · Beta Gamma Sigma Honor Society

University of Southern California · Los Angeles, CA 2021

MS in Applied Psychology · GPA: 3.9 · Dean's List

University of Colorado Boulder · Boulder, CO 2019

BS in Psychology, Minor in Ethnic Studies · Dean's List

TECHNICAL TOOLS

Figma · Webflow · WordPress · Miro · ChatGPT · Claude Code · Vercel · GitHub · Google Analytics 4 · Google Search Console · Google Ads · Meta Ads · LinkedIn Campaign Manager · HubSpot · Canva · CapCut · HeyGen · Jira · Notion