ALI KHAN

ALI.KHAN73@GMAIL.COM
LINKEDIN | PORTFOLIO | PHOTOGRAPHY

Product Marketer with a track record of launching AI-powered and SaaS products in fast-moving startup environments. Skilled at turning product updates, roadmap moments, and competitive insights into clear narratives, go-to-market campaigns, and sales enablement that drive adoption. Experienced in owning end-to-end product launches, creating sales enablement libraries, and tracking competitive intelligence while keeping the product story consistent across channels. Worked closely with product, sales, creative, and customer success teams at companies including Newsela. Electronic Arts, Google, and Oxford University Press.

PROFESSIONAL EXPERIENCE

NAMELESS TOWER — Reston, VA **2025 – Current**

APP DEVELOPER

Founder

> We build thoughtful digital products that help people learn, grow, and make progress on what matters to them.

KHAN WISDOM PUBLISHERS — Reston, VA **2024 – Current**

INDEPENDENT PUBLISHING COMPANY

Founder & Publisher

> Independent publisher that brings the past to life through carefully curated works of historical, cultural, and scientific significance. Published first book, A Few Phases of the Afghans in Jullundur Busties, on Amazon.

NEWSELA — Remote **2025 – 2025**

K–12 EDTECH SAAS COMPANY

Product Marketing Manager

> **Developed comprehensive messaging architecture and value proposition framework** for Newsela STEM launch, breaking down high-level positioning into 4 core messaging pillars that resonated with multi-stakeholder decision-makers, translating product capabilities into clear, compelling narratives for each audience segment.

> **Orchestrated end-to-end go-to-market strategy and launch execution** for Newsela STEM, coordinating cross-functional teams across product, marketing, creative, sales, and customer success to deliver a fully integrated launch campaign spanning email, web, social, and internal announcements.

> **Built and managed a centralized sales enablement library** in Confluence and Highspot, organizing product documentation, competitive intelligence, and sales materials to ensure consistent messaging for 150+ externally facing team members.

> **Designed and delivered enablement programs** including live training sessions, pitch decks, talk tracks, demos, and battle cards, equipping sales and customer success teams with a clear understanding of AI-powered product capabilities, competitive positioning, and differentiated GTM motions.

> **Developed a full library of marketing collateral**, including product one-pagers, brochures, video scripts, customer success stories, battle cards, and buyer-specific content that articulated product value propositions and addressed key customer objections.

> **Conducted competitive intelligence analysis** across the K–12 STEM market to identify product differentiators and inform positioning and messaging strategy across multiple buyer personas.

> **Authored detailed knowledge transfer documentation** for internal stakeholders across marketing, product, and customer teams, establishing a shared understanding of product positioning, messaging, target audiences, and GTM strategies.

RENAISSANCE 2.0 MEDIA, INC. — Pleasanton, CA **2008 – 2022**

STARTUP DEVELOPER OF MOBILE AND ONLINE GAMES AND APPS

Product Marketing Manager, 2014–2022

- **Led go-to-market strategy, product launches, and integrated marketing campaigns** for a portfolio of iOS and Android apps, coordinating product managers, developers, and creatives to craft messaging and campaigns that drove 7 million downloads.
- **Owned product communications**, including product newsletters, release documentation, and customer education content, ensuring product updates were clearly communicated to users and stakeholders.
- **Created sales enablement materials**: one-pagers, whitepapers, feature explainers, and launch briefs; trained sales teams on positioning product benefits and features to drive conversion.
- **Developed unique value propositions, messaging, and positioning** for SaaS and gaming products through extensive market research and competitive intelligence, covering industry trends, pricing strategies, competitive messaging, and channel dynamics to influence the product roadmap.
- **Built B2B marketing strategies**, including ICPs, buyer personas, customer segmentation, and competitive intelligence for a SaaS startup in the global $88B pet industry, defining product features for a live mobile telemedicine app for pet owners.
- **Managed brand partner relationships** with Oxford University Press, Cengage, Scholastic, HarperCollins, and Amazon, leading partner strategy and executive alignment to generate $10M+ in revenue.
- **Designed and launched 12 games for Electronic Arts** by developing marketing plans, product roadmaps, and campaigns, resulting in a successful multi-year EA partnership.
- **Analyzed and tracked KPIs**, including CAC, CPI, CPC, conversions, installs, retention, engagement, DAU, and ARPDAU, to optimize user acquisition, funnel conversion, and retention.

Marketing Manager, 2011–2014

- **Managed and executed a multichannel marketing strategy**, including affiliate marketing, email marketing, paid media, paid search (Google Ads, Apple Search Ads), organic social media, and SEO initiatives, leading to the acquisition of 10 million users of an online virtual world for kids.
- **Created marketing collateral**, presentations, newsletters, press releases, and media kits; worked with the product team to create user interface design and feature development.

Associate Marketing Manager, 2008–2011

- **Managed marketing outreach** to schools and educational organizations to promote a virtual world for kids and managed user community relations and online support for improved user experience.

ILLUME MEDIA — Hayward, CA **2008 – 2011**

NON-PROFIT MEDIA COMPANY

Co-Founder & Marketing Director

- **Led the redesign and relaunch** of a full-color print, online, and mobile magazine by developing a business plan and marketing strategies to articulate a more focused, impactful mission and vision. Promoted in major metro markets with large Muslim-American populations, leading to a readership of 50,000.
- **Received awards** including Excellence in American Journalism from the National Press Foundation; Excellence in Community Journalism from Peter Jennings Unbiased Media Award; State Department Private Reception; Enhancing Understanding Award from the California State Senate.

PREMIER PHYSICIANS CENTERS — Rocky River, OH **2005 – 2007**

MULTI-SPECIALTY PHYSICIANS PRACTICE

Marketing Specialist

- **Developed go-to-market strategies** for new services for a multi-specialty practice of 70 physicians with revenues of $35 million to increase exposure among existing patients and grow the patient base by 50%.

Initiated using Adobe software to create marketing materials and design the company website in-house, saving over $75,000 in consulting and print design fees.

MAK CONSULTING — Westlake, OH **2002 – 2004**

INDEPENDENT MARKETING CONSULTANCY

Marketing Consultant

Provided marketing consulting to help entrepreneurial companies develop cost-effective, targeted business and marketing strategies, including an independent cell phone retailer that improved name recognition in new retail locations, resulting in a 50% sales increase and growth to eight locations with multimillion-dollar revenues.

GEOMECHANICS, INC. — Elizabeth, PA **1998 – 1999**

GEOTECHNICAL ENGINEERING CONSULTANTS

Engineering Geologist

Performed geotechnical analysis, field reconnaissance, data analysis, and managed a team of CAD drafters for Pennsylvania Department of Transportation projects; assisted Sr. Geotechnical Engineer in writing proposals for clients, including government and private projects such as the $135 million Lewistown Bypass.

EDUCATION

CASE WESTERN RESERVE UNIV, WEATHERHEAD SCHOOL OF MGMT — Cleveland, OH **2000 – 2002**

MBA, Marketing & Entrepreneurship concentrations with E-Business certificate

KENT STATE UNIVERSITY — Kent, OH **1995 – 1997**

MS, Geology with an emphasis in Engineering Geology

CASE WESTERN RESERVE UNIVERSITY — Cleveland, OH **1991 – 1995**

BA, Geological Sciences with an Anthropology minor

SKILLS & TOOLS

SKILLS	Product launches, go-to-market strategy, messaging & positioning, competitive intelligence, sale enablement, lifecycle marketing, customer segmentation, ICP development, product management, project management, spec writing, mockup, UI/UX, ASO, SEO, user acquisition, conversion optimization, funnel analysis, A/B testing, first-time user experience, onboarding, partnership marketing, B2C, B2B, B2B2C, creative, innovative, flexible, entrepreneurial, leadership
TOOLS	Highspot, Confluence, Marketo, Google Workspace, Google Analytics, Google Ads, NotebookLM, Midjourney, ChatGPT, Perplexity, Claude Code, Replit, Trello, Jira, ClickUp, Notion, Canva, Figma, Word, PowerPoint, Excel, Adobe Photoshop, InDesign, Acrobat, Affinity Photo & Publisher