TALIA ARMATO HELLE

Marketing Leader

☎ 651-263-1676
✉ talia.helle@gmail.com
📍 Seattle, WA, USA
🔗 https://taliahelle.github.io/

SPECIALTY SKILLS
◆ Cross-functional Leadership
◆ Product Positioning
◆ Product Marketing Strategy
◆ Data Analysis and Reports
◆ Budget Ownership
◆ Vendor Management
◆ Solution-Based Selling
◆ Sales Collateral

🏆 AWARDS
Tagie (Toy & Game International Excellence) Award
Issued by People of Play
November 2022

Awarded Most Innovative Supplier of the Year. Partnering with R.R. Donnelley creating a new marketing distribution service for the Wizards Play Network.

EXPERIENCE

Senior Product Marketing Manager | GitHub
May 2022—May 2023

Spearheaded the launch of multiple core products, emphasizing collaboration and planning utilizing AI, resulting in an average increase in monthly active users across GitHub and GitHub Mobile up to 2% during launches.

Conducted market analysis to develop appropriate feature placement and pricing strategy, driving an increase in paid services and overall new monthly active users.

Successfully executed GitHub Projects general availability Go-To-Market (GTM) and ongoing campaigns, meeting established KPI of a 5% week-over-week increase of users and long term engagement.

Led the product marketing strategy for GitHub during the Copilot X combined launch with Microsoft, showcasing AI's potential throughout the development lifecycle.

Manager, Trade Marketing | Hasbro—Wizards of the Coast
October 2015—March 2022

Managed a team of 4, responsible for delivering 5-10% increase in sales with each product release through omni-channel marketing strategies.

Developed strategic B2B product launch plans, making *Magic: The Gathering* being a top premium franchise brand, alongside Monopoly, and generating a billion dollar revenue stream.

Created customer lifecycle program strategy, leading to year over year growth of 5-20% in overall revenue in the Hasbro Gaming category.

Marketing Communications Manager | Cypress Semiconductor
September 2011—September 2015

Created B2B global messaging strategies and sales collateral leading to a 10% increase in unit sales and generating 30% increase in new customer leads.

Managed international tradeshow presencewith distribution partners increasing new adoption and integration in emerging products in IoT (Internet of Things), BLE (Bluetooth Low Energy), and NRAM (non-volatile random-access memory).

Drove GTM plans for Programmable System on Chip and Memory business units, consistently achieving 80-110% of outlined measures of success for each launch.