# TIFFANY BRANDT

Product Marketing • Go-to-Market • Product Launches
Customer Marketing • Enablement • Process Improvement

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## My Approach

I help people confidently adopt new products, tools, and programs. Throughout my career, I've translated complex ideas into practical resources that reduce friction, improve adoption, and help customers realize value faster.

These case studies showcase my approach to go-to-market strategy, product marketing, customer engagement, and process improvement across a variety of industries. While each project is different, they share the same goal: helping people understand, adopt, and get more value from what a business offers.

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## Areas of Focus

- ✓ **Go-to-Market** Strategy
- ✓ Product Marketing
- ✓ Customer Marketing
- ✓ **Sales Enablement**
- ✓ Cross-Functional Collaboration
- ✓ **Product Launches**
- ✓ Content Strategy
- ✓ **Customer Education**
- ✓ Marketing Operations
- ✓ Process Improvement

# DRIVING PRODUCT & MARKETING ADOPTION

**Helping 400+ agents successfully adopt new tools, programs, and marketing initiatives by reducing friction, improving clarity, and creating scalable enablement resources.**

As the Field Marketing Specialist supporting more than 400 real estate professionals across four offices, I translated corporate marketing initiatives into practical, field-ready resources that made new tools easier to understand and adopt. Through scalable enablement, training, and marketing systems, I reduced friction and created a more consistent experience across every office.

## BUSINESS IMPACT

**400+**
Agents Supported

**4**
Office Locations

**100+**
Agents Trained in National New Agent Launch

**42%**
Increase in Tool Adoption

## APPLIED SKILLS

Product Marketing
Sales Enablement
Customer Education
Go-to-Market Support
Product Launches
Cross-functional Collaboration
Marketing Operations
Process Improvement
Content Development

## THE CHALLENGE

New marketing tools and initiatives often saw inconsistent adoption due to varying technical experience and fragmented onboarding. The challenge was to create scalable systems that made adoption easier across four offices.

## WHAT I DELIVERED

- Developed onboarding resources and marketing playbooks
- Led workshops, office hours, and one-on-one training sessions
- Built scalable templates and marketing kits that simplified execution
- Supported rollout of new marketing tools and corporate initiatives
- Aligned communications across four offices to support consistent program rollouts
- Simplified complex tools into agent-friendly resources
- Gathered field feedback to improve adoption and messaging
- Partnered with leadership to improve rollout consistency

# SUPPORTING PRODUCT LAUNCHES FROM CONCEPT TO CUSTOMER

**Helping bring physical and digital products to market by aligning branding, launch assets, product experience, and cross-functional teams.**

As a Marketing Specialist at Power Plate, I supported the go-to-market execution of physical and digital fitness products through cross-functional collaboration, launch marketing, and customer-facing content. My work spanned product launches, mobile app development, packaging, trade shows, and integrated marketing campaigns.

## BUSINESS IMPACT

| $62k | 11% | 20+ | National |
|---|---|---|---|
| Email Revenue Generated | Audience Growth | Email Campaigns Monthly | Trade Shows & Launch Events |

## APPLIED SKILLS

Product Marketing
Go-to-Market Execution
Cross-functional Collaboration
Packaging & Brand Development
Launch Readiness
Photography & Content Production
Creative Direction
Product Launches
Campaign Management
Product Testing
Customer Experience
Digital Product Support

## THE CHALLENGE

Launching new products required close coordination across leadership, marketing, manufacturing, and creative teams. The challenge was turning evolving product concepts into cohesive launch experiences across every customer touchpoint.

## WHAT I DELIVERED

- Helped develop and test the Power Plate mobile app by organizing workout libraries, refining content architecture, and validating the user experience across platforms.
- Contributed to the launch of the company's first handheld recovery device through branding, packaging, photography, and launch collateral.
- Collaborated on product branding, including logo placement, color selection, and packaging design.
- Produced and coordinated creative assets across digital, print, photography, and video.
- Partnered with leadership and manufacturing teams to ensure consistent product presentation across customer touchpoints.
- Supported nationwide trade shows, product demonstrations, and launch events.

# DRIVING CUSTOMER ADOPTION THROUGH EDUCATION & ENABLEMENT

**Helping more than 140 paying members successfully adopt a marketing automation platform through live training, scalable resources, and customer enablement.**

As a Freelance Marketing Consultant supporting GEOsential, I helped real estate professionals successfully adopt a feature-rich marketing automation platform. By creating scalable enablement resources, leading live training, and simplifying complex workflows, I helped customers move beyond onboarding and realize more value from the platform.

## BUSINESS IMPACT

| 140+ | 2x Monthly | 25 Avg. | 40+ |
|---|---|---|---|
| Paying Members Supported | Live Customer Workshops | Workshop Attendance | Training & Process Guides |

## APPLIED SKILLS

Customer Enablement
Customer Education
Product Adoption
Customer Onboarding
Live Training & Workshops
Knowledge Base Development
SOP & Process Documentation
Marketing Automation
Customer Success
Cross-functional Collaboration
User Education
Training Development

## THE CHALLENGE

Despite offering a robust marketing automation platform, customer adoption was limited by onboarding complexity. The challenge was reducing friction, increasing confidence, and helping members realize the platform's full value.

## WHAT I DELIVERED

- Led twice-monthly live workshops, guiding members from template selection through campaign launch.
- Hosted customer office hours, providing product guidance, troubleshooting, and marketing strategy.
- Created customer-facing and internal SOPs, training decks, and process documentation that improved consistency and reduced future support needs.
- Partnered with leadership to transform high-level ideas into fully developed customer education materials.
- Built scalable marketing resources that helped members confidently adopt key platform features.