

Rosheen Ahner

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Meevo by Millennium Systems International – Product Marketing Manager

(Feb 2026 - Present) B2B SaaS platform for salons, spas & medspa businesses

- Own GTM strategy for new product launches & feature releases
- Track trends, competitive landscape, and customer needs; feed findings into positioning
- Create high-impact assets: decks, battlecards, briefs, one-pagers, and web copy
- Build sales enablement assets so Sales & CS can position, handle objections, and win
- Collaborate with Marketing on campaigns, landing pages, and nurture programs
- Train internal teams on launches, messaging updates, and competitive insights

Vagaro – PR & Content Marketing Manager

(Feb 2024 – Feb 2026) B2B SaaS platform for beauty & wellness businesses

- Secured sponsors and led on-site execution for Vagaro's annual customer event
- Owned positioning and messaging for regulated SaaS features across MedSpa and wellness audiences, translating complex clinical and regulatory topics into clear, executive-ready value propositions
- Led GTM content strategy for product launches across web, email, video, and sales-facing assets
- Increased signup completion 33% through CRO-driven messaging and persona-based segmentation
- Partnered with Product and Sales to align content to buyer journeys and conversion stages
- Developed case studies and customer stories to support sales enablement and advocacy
- Built executive thought leadership programs to drive credibility, awareness, and pipeline influence
- Used analytics, SEO, and AI tools to optimize adoption, engagement, and content performance

AlphaSense – Demand Generation Manager

(May 2022 – Jan 2024) AI-powered Market intelligence SaaS company

- Led campaigns across email, webinars, and nurture flows, reducing lead qualification time by 40%
- Optimized segmented nurture flows that cut unsubscribe rates by 83% and increased conversion 25–35%
- Developed webinar programs and supporting content, driving +35% engagement and +50% attendance
- Curated a monthly newsletter featuring 6–9 content pieces to improve retention and audience growth
- Reactivated recycled leads through targeted content campaigns, generating \$60K in ARR in Q4
- Designed conversational chatbot flows to support increase sales conversions
- Mentored teammates on Marketo content operations, improving team efficiency and execution

Product Marketing · Go-To-Market Strategy · Positioning & Messaging · Content Marketing · Demand Generation · Market Research · Event Marketing · SEO/SEM · Paid Media · Email Marketing & Nurture · Marketing Automation · Analytics & Reporting · Copywriting & Editorial Oversight · Budget Management

Education

Bachelor of Arts in Communication | San Francisco State University | 2015