

Alexandra Matheny

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Strategic product marketing leader with 10+ years of experience in SaaS and AI-powered platforms. Proven success in crafting go-to-market strategies, elevating messaging and positioning, and building customer engagement programs that drive adoption, retention, and advocacy. Skilled in cross-functional leadership, customer storytelling, and communicating technical value with clarity.

Skills

Messaging & Product Positioning, Go-to-Market Strategy, Product Launches & Adoption, Product-Led Growth, Buyer Journey Mapping, Thought Leadership, Sales Enablement, Voice of Customer, Competitive Intelligence, Partnerships & Integrations, Visual Storytelling, Marketing Automation

Relevant Experience

Collage Group

Director of Product Marketing | 2023 - 2025

- Spearheaded Collage's transition into a SaaS-enabled technology company by aligning GTM strategy, messaging, and customer engagement around new platform capabilities
- Led GTM strategy and cross-functional launches for key product releases
- Built scalable tools and sales enablement assets to increase adoption, drive upsell, and reduce support dependencies across Sales and CS
- Launched outcome-driven nurture campaigns and promotional offers, driving upsell and feature adoption across core industries
- Created verticalized thought leadership and campaign playbooks
- Revamped positioning and messaging to reflect Collage's evolution from a research consultancy to a cultural intelligence SaaS provider

Kameleoon

Director of Product Marketing | 2022 - 2023

- Built and executed Kameleoon's first product marketing roadmap, aligned to strategic goals, product launches, and user needs and narratives
- Rolled out Kameleoon's first free trial experience for its Feature Management solution
- Revamped messaging and positioning to highlight product differentiation and address customer challenges, tailoring narratives to key personas
- Overhauled the release and enablement process, streamlining internal transparency and offloading responsibilities from the CPO
- Mentored team members, focusing on personal growth, professional development, and industry knowledge

Optimizely

Product Manager, Optimizely Data Platform & Integrations | 2021 - 2022

- Led launch of new feature enabling real-time web personalization
- Set priorities for the Optimizely Data Platform's Integrations Team and created messaging and use cases to drive integration adoption

- Collaborated with global Sales, PM and Partnership teams to develop and prioritize integrations and partnerships

Zaius (acquired by Optimizely in March 2021)

Sr. Product Marketing Manager | 2020 - 2021

- Developed messaging and use cases demonstrating the CDP's AI capabilities and value in omnichannel campaigns and customer journey optimization
- Built sales enablement and launch assets that supported customer retention and reduced time-to-value
- Managed release communications and created support materials, including training decks, videos, webinars, one-pagers, briefs, demo scripts, success stories, and help documentation

Resonate

Product Marketing Manager | 2018 - 2020

- Supported product positioning and launch strategy in partnership with PMs
- Created and maintained customer-facing collateral, including one-pagers, videos, and webinars
- Managed in-app messaging and usage tracking with Pendo
- Provided the company with competitive intelligence and analyses

BroadSoft Team-One (acquired by Cisco in February 2018)

Product Marketing Specialist | 2016 - 2018

- Developed sales, onboarding, and CS collateral including eBooks, use cases, presentations, and user guides
- Led competitive intelligence and positioning strategy to strengthen GTM execution
- Scripted, recorded, and produced over 20 product training and marketing videos
- Authored help documentation and contributed to the corporate blog to support product education and brand awareness

Intellinote (acquired by BroadSoft in June 2016)

Marketing Analyst | 2014 - 2015

- Launched onboarding nurture campaigns and in-app guided tours to improve early user engagement
- Produced tutorial videos and presentation decks to support onboarding and training
- Created over 30 product videos to support marketing and onboarding initiatives

Application Consultant | 2013 - 2014

- Delivered live product demos and training to prospects and customers
- Created the first comprehensive product guide for Intellinote
- Managed and contributed to the company blog to support inbound marketing
- Assisted the engineering team with QA testing and user feedback to inform product improvements

Education

BA in Criminal Justice/Sociology

Old Dominion University

2010 - 2013

GPA 4.0