

Robert Rafferty

📍 Pompano Beach, Florida

📍 Causeway Bay, Hong Kong

Note: I am willing to relocate.

📞 +852 6138 3081

✉️ robert@robertrafferty.io

🔗 robertrafferty.io

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Product Manager with a background in marketing, growth, and SaaS platforms. I specialize in building and launching digital products from 0 to 1, owning the full product lifecycle from discovery to delivery. With a startup mindset, I've successfully led cross-functional teams to ship scalable features, optimize UX, and drive adoption through smart GTM strategies. Now seeking to bring this hybrid expertise into digital entertainment and game production.

Work Experience - 10 Years

CoverGo

Marketing & Sales Operations Manager

Hong Kong

June 2022 - Current

- Launched 2 InsureTech products to wide success in 2024 and led the GTM strategy with my brand manager as partner.
- Launched automated marketing campaigns, email workflows, and programmatic SEO campaigns under a \$500K annual budget.
- Increased organic traffic using SEO best practices, and improved CRO with A/B testing and new designs optimized for web leads, contributing to USD 2M ARR in MQL pipeline.
- Oversaw all digital marketing activities and managed a team of 2 content writers, 2 junior marketers, and outsourced work to our web developers.
- Achieved page 1 rankings of crucial keywords within the first 6 months.
- Rebranded and redesigned the website to CoverGo 2.0 marketing materials and assets.
- Managed both Salesforce and eventually migrated CoverGo to Hubspot CRM as it's sole CRM administrator.

Statrys

Digital Marketing Executive

Hong Kong

Oct 2020 - May 2022

- Led cross-functional team to rebuild platform UI/UX, contributing wireframes, user flows, and customer journey improvements based on feedback and data insights.
- Acted as Scrum Master for onboarding product team, facilitating sprint planning, retrospectives, and on-time delivery of revamped onboarding UX.
- Defined key product KPIs and tracked conversion metrics post-launch, leading to a 400% increase in monthly user acquisition.
- Created and led new platform's GTM strategy, sales, customer success, and marketing.
- Managed the company's Hubspot CRM, activating email automation and sequencing for the sales teams.

Glue Up

Digital Marketing Specialist

Hong Kong

Dec 2018 - Sept 2020

- Supported product rebrand and platform transition from EventBank to Glue Up, including stakeholder communications, onboarding migration strategy, and CRM workflow testing.
- Created the company's first blog, writing content on event and chamber management, seeing a steady increase in organic traffic.
- Managed the company's Hubspot CRM, and launched marketing automations and sales sequencing.

respond.io

Head of Growth

Hong Kong

Jan 2018 - Nov 2018

- Launched respond.io (formerly rocketbots) to the world in January 2018, from 0 to 1, defining MVP requirements, building go-to-market infrastructure, and managing product positioning during pre-seed stage.
- Acted as de facto PM and GTM strategist during product ideation and launch, coordinating with founders, engineers, and marketing leads.
- Managed a team of 15+ content writers to power the company's product marketing and content marketing strategies.
- Hosted workshops and speaking events for the founders. Partnered with the AI Society of Hong Kong for increased awareness.
- Managed the company's Hubspot CRM, and launched marketing automations and sales sequencing.

*View linkedin for more work history

Certificates

(Udemy) Advanced Product Management: Vision, Strategy, & Metrics | (Udemy) Advanced Product Management: Leadership & Communication | (Xccelerate) Digital Marketing & Growth Hacking | (HubSpot) HubSpot Inbound Sales | (HubSpot) HubSpot Marketing

Skills & Stack

Unreal Engine | Unity | Jira | Trello | Confluence | ClickUp | Figma | Miro | Canny.io | Pendo | Userflow | Agile | Scrum | Product Management | Product Marketing | Matomo | Looker Studio | Hotjar | Optin Monster | Buffer | Sprout Social | MailChimp | Survey Monkey | Moosend | SendGrid | Autopilot | Zapier | Moz | SEMRush | Wordpress | Prismic | Storyblok | Google Tag Manager | October CMS | Google Analytics | Pipedrive | Salesforce | ZOHO | HubSpot | Segment | Ahrefs

Education

Florida Atlantic University

Bachelor's in Business Administration - *International Business and Trade*
Aug 2012 - Nov 2016

Hong Kong

Aug 2012 - Nov 2016

- Founding student president of the FAU Entrepreneurship Club
- Founding student president of the FAU Film Club
- The first non-chinese Vice President of the Chinese Students and Scholar Association in the US.