

Robert Rafferty

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Product Manager with a background in growth marketing, sales ops, and GTM. I specialize in building and launching digital products from 0 to 1, owning the full product lifecycle from discovery and roadmapping to GTM and delivery.

Work Experience

CoverGo - Marketing & Sales Ops Manager, Platform GTM June 2022 - Current

- Built the marketing and sales infrastructure and onboarding flow for TravelGPT and ProductGPT platforms.
- Led the product launch and GTM strategy for 2 InsurTech products to wide success in 2024.
- Leveraged tools like Pendo and Userpilot to deliver actionable stories to product teams to improve CRO.
- Collaborated with UX team to create an internal product screen library, allowing self-service assets for other teams.
- Released and maintained product documentation for CoverGo's primary core platform.
- Post-rebranding, I worked with the UX team to match product design elements with new branding.
- Managed both Salesforce and eventually migrated CoverGo to Hubspot CRM as it's sole CRM administrator.

Statrys - Digital Marketing Executive, Onboarding Product Manager 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 and Know-Your-Customer procedures.
- 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 AI - Digital Marketing Manager, CRM & Email Product Marketing Dec 2018 - Sept 2020

- Developed and managed the product marketing strategy for the CRM and Email Marketing features. Wrote documentation, articles, ad-copy, and sales battlecards and decks.
- Kickstarted early AI developer communication (pre-Nvidia partnership) to include LLM APIs for early GPT integrations.
- Supported product rebrand and platform transition from EventBank to Glue Up, including stakeholder communications, onboarding migration strategy, and CRM workflow testing.
- Managed the company's Hubspot CRM, and launched marketing automations and sales sequencing.

respond.io - Head of Growth - Employee number 4 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.
- Maintain technical documentation, customer-facing product documentation, and recorded and wrote tutorials for knowledge base.
- 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

Jira | Trello | Confluence | ClickUp | Figma | Miro | Canny.io | Pendo | Userpilot | 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*

- 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.

Boca Raton

Aug 2012 - Aug 2016