

# Robert Rafferty

+852 6138 3081   robert@robertrafferty.io   robertrafferty.io   View My Profile

Product Marketing Manager with a background in product management, growth, and GTM. I specialize in launching and scaling digital products from 0 to 1, owning the full marketing lifecycle from discovery to adoption.

## Work Experience

**CoverGo** – Marketing & Sales Operations, Product GTM June 2022 – Current

- Launched 2 products to wide success in 2024 and led the GTM strategy with my brand manager as partner.
- Established CoverGo’s product screen library for easier internal asset delivery.
- Wrote and maintained product documentation hub for technical documentation of CoverGo’s core platform.
- Rebranded and redesigned the website to CoverGo 2.0 marketing materials and assets.
- 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.
- Managed both Salesforce and eventually migrated CoverGo to Hubspot CRM as it’s sole CRM administrator.
- Launched automated marketing campaigns, email workflows, and programmatic SEO campaigns under a \$500K annual budget.

**Statrys** – Digital Marketing Executive – Platform Onboarding Product Manager Oct 2020 – May 2022

- Kickstarted rebuilding of the company into a modern B2B payment platform across branding, content, UI/UX, and the platform to remarkable success. Achieved a 3x growth in MAU in 12 months.
- Managed the company’s Hubspot CRM, activating email automation and sequencing for the sales teams.
- Oversaw all digital marketing activities and managed a team of 2 content writers, 2 junior marketers, 1 web developer, and 1 web designer.
- Leveraged SEO and content marketing for a 3000% increase in organic traffic and 400% increase in monthly user acquisition. Reaching a maximum of 150,000 monthly visitors coming to our website every month.
- Managed the company’s ZOHO CRM, and eventually migrated to Hubspot CRM as the company’s sole CRM admin.

**Glue Up AI**– Digital Marketing Specialist, CRM & Email Product Marketing Dec 2018 – Sept 2020

- Established automated marketing flows around Glue Up’s CRM and Email product modules.
- Managed, hosted, and was a speaker/panelist for a wide range of events across the globe on the topic of startups, event management, technology, and networking.
- Participated in the migration of our domains and client sites during the rebranding of EventBank to Glue Up.
- 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, developing it’s website and setting up their marketing infrastructure from the beginning and led all GTM campaigns for the platform.
- Maintained product knowledge hub, recorded product tutorial videos, and installed on-screen onboarding walkthroughs.
- Managed a team of 15+ content writers to power the company’s product marketing and content marketing strategies.
- Managed the company’s Hubspot CRM, and launched marketing automations and sales sequencing.
- Hosted workshops and speaking events for the founders. Partnered with the AI Society of Hong Kong for increased awareness.

## Certificates

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

## Skills & Stack

### Product Marketing & Digital

Zapier      Looker Studio  
SEMRush/Moz/Ahrefs      Wordpress  
Google Analytics      Prismic  
Google Tag Manager      October CMS  
Autopilot/N8N      Storyblok

### GTМ

MailChimp      SendGrid  
Sprout Social      Moosend  
Buffer  
OptinMonster  
Survey Monkey

### Product Management

Jira      Pendo  
Trello      Userpilot  
Confluence      Canny.io  
ClickUp      Hotjar  
Figma      Segment

### CRM

HubSpot  
Salesforce  
Pipedrive  
Zoho

## 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