

# NAVIN WATUMULL

Principal Product Marketing Leader | Value Proposition, Launch Strategy, User Journeys

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## SUMMARY

Product marketing leader with **15+ years** driving **GTM strategy, monetization, and consumer growth** across some of the world's most recognizable brands – **TikTok (1.5B+ users), Adobe Firefly & Express, GoFundMe, Edmunds, and Justin Timberlake's Tenna Records**. Proven across **consumer and B2B, mobile and desktop, SaaS and physical products**, with a track record of launching **category-defining products at global scale**.

## PROFESSIONAL EXPERIENCE

**ADOBE**, *Sr. PMM, Firefly* → *Sr. GTM Strategy Manager* | Los Angeles, CA Aug 2025-present

- **Firefly Product Marketing:** Led go-to-market strategy for the all-new **Firefly iOS app**, replacing the mobile web wrapper with a native experience and owning rollout sequencing, funnel KPIs, and messaging architecture.
- **Value Proposition & Growth Impact:** Aligned Firefly messaging for Adobe MAX and contributed to **+37% authenticated traffic, +25% active users, +154% orders, and +53% total generations** in the following week.
- **App Store Optimization:** Elevated Firefly app-store visibility and conversion, driving **+309% iOS impressions, Top 10 category ranking, and +65% conversion gains** from creative testing.
- **Monetization & Packaging:** Launched creator offers and credit plans that drove **+141% weekly order growth and 33% trial-to-paid conversion**, supporting a Firefly business that grew ARR **75% YoY**.
- **Express GTM Strategy:** Leading GTM for Adobe Express – used by **99% of US Fortune companies** and growing MAU **3x YoY** – across cross-product growth workstreams touching Acrobat and Firefly.
- **AI Model Launches:** Increased usage and retention through launches of third-party gen AI models including **Nano Banana** and **Luma Ray 3**, improving generations, download rate, retention, and paywall engagement.

**DEEL**, *Senior Product Marketing Manager* | Paris, FR Oct 2024-May 2025

- **GTM Strategy & Positioning:** Led go-to-market planning for Deel's expense management and workforce planning products, supporting growth across SMB, mid-market, and enterprise segments.
- **Messaging & Sales Enablement:** Developed scalable messaging frameworks and competitive positioning for Deel's global workforce platform, driving adoption across **35,000 customers in 150+ countries**.
- **Launch Systems & Playbooks:** Built repeatable GTM playbooks for releases, beta programs, ICP prioritization, and measurement plans that improved execution speed and cross-functional alignment.

**TIKTOK**, *Global Product Marketing Lead* | Los Angeles, CA Aug 2021-July 2024

- **Monetization Product GTM:** Led GTM for TikTok's **multi-billion-dollar Creator Rewards Program**, exceeding enrollment goals by **20%**, increasing creator payouts **+57%**, and driving **80% DAU impact growth**.
- **Customer Behavior Strategy:** Drove GTM to shift creator behavior toward 1-minute+ videos, resulting in **+66% time spent** and **30%+ positive sentiment lift** around TikTok supporting longer content.
- **Global Product Launches:** Developed GTM for TikTok's first **premium paywalled video product (Series)**, achieving **115% of content goal** and supporting launch across **100+ countries**.
- **AI-Powered Creative Tools:** Launched and positioned **TikTok Avatars**, driving **10M+ videos** and **3.25B+ views** through creator-centered messaging, education, and scaled campaign execution.
- **Voice Effects & Brand Partnerships:** Led global GTM for **Transformers Voice Effects**, generating hundreds of thousands of videos, **1B+ views**, and over **300K directly attributed app downloads**.
- **Cross-Functional Leadership:** Partnered across Product, Analytics, Lifecycle, CRM, and regional teams to align roadmap priorities, adoption goals, and measurement frameworks across **100+ markets**.

**GOFUNDME**, *Senior Product Marketing Manager* | Los Angeles, CA July 2020-May 2021

- **0-to-1 Launch Leadership:** Led launches for Crisis Hubs and Causes supporting **hundreds of millions of dollars raised**, aligning discovery, trust messaging, and cross-functional execution.
- **Crisis Fundraising & Rapid GTM:** Led go-to-market for **Stop AAPI Hate**, raising **\$20M+** and driving viral participation through urgency-driven messaging and lifecycle flows that became the company standard.
- **Lifecycle Marketing Impact:** Built segmented donor and organizer journeys that **doubled repeat donor rates** and increased fundraiser success **+25%** through targeted messaging and lifecycle optimization.
- **Customer Education & Scale:** Scaled live education programs from zero to **tens of thousands of registrants**, increasing nonprofit engagement **+40%** through targeted onboarding and support.

**EDMUNDS**, *Senior Marketing Manager* | Santa Monica, CA Oct 2017-March 2020

- **Bundled SaaS Growth:** Scaled Edmunds Premier, a bundled B2B SaaS offering, from pilot to national rollout, **doubling average contract size** and driving record-breaking revenue months.
- **Performance Marketing Results:** Delivered **+382% lift in branded search** and **+15% awareness growth** through integrated marketing planning, measurement, and optimization.
- **B2B Sales Enablement:** Enabled a sales team of **100+ reps** through positioning frameworks, messaging strategy, and training that supported both acquisition and retention.
- **Trade Show & Event Strategy:** Tripled trade show revenue at NADA through experiential activations and multi-channel demand generation.

**MOMENT**, *Head of Marketing* | Los Angeles, CA July 2014-Sept 2016

- **Marketplace GTM & Positioning:** Led GTM and partnerships for Moment – the **first personalized 1:1 video platform with public figures, preceding Cameo** – defining value props across creators, nonprofits, and donors.
- **Partner & Audience Growth:** Personally secured **70+ nonprofits** and **90+ public figures** including athletes, comedians, and political figures through direct outreach, relationship development, and onboarding.
- **Digital Product Launch:** Led launch of **iOS app and ecommerce site**, building strategy across acquisition, onboarding, and conversion, and scaled **1,300+ partner relationships** through a CRM and lifecycle system.

**Justin Timberlake/Tenman Records**, *Director of Marketing* → *GM* | Los Angeles, CA Nov 2006-Jan 2012

- **Audience Growth Marketing:** Led release marketing delivering **#1 on iTunes, Top 20 Billboard**, and **+18% GRAMMY viewership lift** through integrated fan-first campaigns.
- **Award-Winning Campaign:** Produced **My GRAMMY Moment** – winner of **PRism, Reggie, and PRO Awards** – the first-ever unknown performer to take the GRAMMY stage, increasing telecast viewership **18%**.
- **Channel & Partner Activation:** Built co-marketing programs with **Amazon, YouTube, Beats by Dre, Red Bull, and adidas**, aligning content, distribution, and timing to maximize audience reach and engagement.

## SKILLS

**Product Marketing:** Positioning & Messaging, Value Proposition Development, Launch Strategy, GTM Planning, Customer Insight Translation, Feature Adoption

**Growth Strategy:** User Journeys, Acquisition, Activation, Engagement, Retention, Trial-to-Paid Optimization

**Analytics & Business Strategy:** Experimentation, KPI Development, Business Modeling, Impact Sizing, TAM Analysis, Measurement Plans

**Cross-Functional Leadership:** Product, Research, Analytics, Finance, Sales, Lifecycle, CRM, Enablement

**Tools:** Salesforce, Looker, Tableau, Marketo, Iterable, Braze, Adobe Express, Figma, Jira, Asana, Google Workspace

## EDUCATION

Bachelor of Arts, *Economics* (Cum Laude honors) | Tufts University, Medford, MA