

HASSAM FAROOQ

8 years of scaling GTM programs in the consumer, PLG, and AI space. Leveraging insights and experimentation to drive user growth and engagement in cross-functional teams.

EXPERIENCE

Product Marketing Consultant | [VC-backed AI startups](#) | *Jan 2025 - Present*

- GTM strategy and positioning for new AI products (Robinhood)
- Fractional Head of PMM for enterprise agentic AI workflows (Series B, AI startup)

Founding Marketing Manager | [Replit \(Series B, \\$1Bn valuation\)](#) | *Sept 2023 - Dec 2024*

- Built messaging and positioning for Replit's flagship AI product and led the GTM strategy
- Developed evergreen campaigns that improved paid to trial conversion by 15%
- Led campaigns for feature launches that increased user adoption of paid AI features by 20% YoY

Senior Product Marketing Manager | [Figma \(Series E, \\$12Bn valuation\)](#) | *Aug 2022 - Sept 2023*

- Grew self serve revenue 100% YoY for FigJam using SEO and lifecycle channels (\$30M ARR)
- Built mobile growth strategy for iPad and iPhone apps, leading to 20% incremental sign up growth
- Launched referral and affiliate programs that attributed to 10% of weekly top of funnel growth

Product Marketing Lead | [OURA Ring \(Series D, \\$5.2Bn valuation\)](#) | *Aug 2019 - Aug 2022*

- Grew email, SMS, in-app, referral and push to be top organic acquisition and engagement channels
- Led software subscription growth strategy. Exceeded annual demand forecast by 100% with over 60% unique engagement rates on email
- Developed engagement and retention programs that led to 90% D30 retention and 95+ NPS
- Defined end-to-end content strategy for email and mobile channels, built customer segmentation model, and owned experimentation roadmap

Product Marketing Manager | [Microsoft \(Xbox\)](#) | *June 2017 - Aug 2019*

- Led global campaigns for multi-million franchises: Forza, Halo, and Minecraft (120M+ active users)
- Created re-engagement strategies to re-activate 20M+ churned gamers via win-back incentives
- Managed evergreen game trial programs that led to 30% lift in subscription activations

SKILLS

- **Product Marketing:** GTM planning, content marketing, messaging, positioning, audience research
- **Lifecycle / CRM:** email, SMS, in-app, push, referral, advocacy programs, onboarding, monetization
- **Growth:** conversion-rate optimization, product-led growth (PLG), SEO, performance marketing
- **Analytics:** A/B testing, segmentation models, matched-market / incrementality testing

EDUCATION

Bachelor of Science, Computer & Information Science | [University of Washington](#)

Certificate, Kellogg Strategic Marketing | [Northwestern University](#)