

Jaclyn Dab

Creative Product Marketing and Strategy Leader who is passionate about leveraging the intersection of business, technology, and design to drive product growth. M.B.A. with a focus in Design Strategy and experience in innovation, marketing, strategy, and UX design.

EXPERIENCE

AUTODESK San Francisco, CA
Product Marketing Manager, AutoCAD Family of Products July 2018 - Present

- Crafted, delivered, and led go-to-market strategy for the annual global launch of AutoCAD, AutoCAD LT, AutoCAD web app and AutoCAD mobile app, which resulted in 47% growth of adoption YoY
- Shifted core product marketing messaging for launch from feature-focused to benefit-focused, differentiating AutoCAD from competitors and resonating with users to grow sales, resulting in a 20%+ growth in subscribers YoY
- Grew desktop subscribers' adoption of included web app by 3k YoY through strategic marketing efforts and partnered with product management and user experience teams on product strategy
- Launched a redesigned web app login page to optimize SEO and grow logins, leading to 2x growth in monthly active users coming from SEM
- Planned record-breaking top attended webinar in AutoCAD history with 1,800+ attendees, generating 200+ quality leads, \$13k in influenced billings, and 3.85 ROAS
- Managed 2+ direct reports; provided coaching and pushed creativity to deliver innovative assets on message, on budget, and on schedule that showcased value propositions and engaged users to drive conversions
- Analyzed competitive landscape to developed marketing strategies and core product content for use across multiple channels to accelerate customer purchase decisions and engage, acquire, and retain customers; assets used by over 1,000 sales partners
- Led major company initiatives and strategic integrations, such as the launch of the first cloud storage partnerships for AutoCAD with Microsoft, Box, and Dropbox and the Autodesk Docs integration with AutoCAD that increased subscriber value and embeddedness, growing product usage
- Developed customer personas utilizing data and customer research insights to enable personalization and precise marketing to target specific audiences, increasing conversion rates and effectiveness of ad campaigns
- Shaped compelling stories, promoted programs, and influenced strategies internally and externally by developing executive-level presentations and deliverables, presenting to global sales force, and speaking with customers

AUTODESK San Francisco, CA
Trial Gamification Marketing MBA Intern June 2017 - December 2017

- Developed and executed marketing strategies to incorporate game-based marketing tactics to increase the conversion rate of trial users to paid subscribers for two top-billing products
- Crafted the digital customer experience for trial users of AutoCAD, a product with 500k+ global trial downloads a year and created an interactive microsite experience for Revit trial users, a product with 3k downloads a month
- Planned, mapped, supported, and sourced trial marketing content, wireframes, badge reward systems, email campaigns, personas, and overall flow ensuring cohesion, usability, and effectiveness in strengthening trial user engagement
- Outlined data collection objectives and methodologies to enhance customer insight and analytics and expand opportunities to serve up personalized content to trial users
- Coordinated cross-functional teams to strategize ideal technology to execute projects and minimize overhead
- Conducted an audit of 10+ trials to outline strategies to strengthen product identities and brand images

8WORKS CONSULTING LTD San Jose, CA
Knowledge Worker • Independent Contractor February 2017 - July 2018

- Supported the scoping, designing, and facilitation of consulting session for teams in the innovation lab at Adobe
- Captured process and information from sessions and created business strategy reports for client teams

FORGE San Francisco, CA
Project Lead March 2015 - October 2016

- Co-founded the social media committee and increased the firm's followers by 150%
- Facilitated client workshops to gather business requirements; developed high level designs and documents targeting specific markets to expedite closing lease deals for clients' properties
- Wrote proposals and negotiated fees to secure contracts for projects with budgets over \$100k

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M.B.A.

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QUALIFICATIONS

Strong storyteller

Ever-curious problem-solver

Insight-driven

Customer-centric

Collaboratively leads teams

Adaptable

Results-oriented

Excellent organization and communication skills

SPECIALITIES

Product marketing

Go-to-market strategy

SaaS, B2B, B2C, desktop, cloud, and mobile

Product innovation and strategy

Stakeholder influence and management

Strategic partnerships

Business model ideation

Competitive analysis

Market research, data insights, business cases

Digital marketing

Adobe Creative Cloud

CERTIFICATIONS

LEED AP BD+C

Leadership in Energy and Environmental Design Accredited Professional specialized in Building Design & Construction

STEINBERG HART San Francisco, CA
Project Lead • Designer November 2012 - March 2015

- Managed teams of 7+; planned and tracked tasks ensuring completion of deliverables on schedule for projects with budgets over \$50M
- Created impactful narratives and visuals with Adobe Create Cloud that cut city planners' approval times by 50% for multi-family, mixed-use developments with 230+ units
- Buildings I designed won multiple awards, see my website: www.jaclyndab.com

CHRISTIANI JOHNSON ARCHITECTS San Francisco, CA
Project Lead • Designer February 2012 – November 2012

- Supervised and documented key construction milestones through site visits to confirm that construction was on target, reducing costs downstream
- Performed quantitative and qualitative materials research and negotiated pricing; applied findings and specifications, ensuring optimal use of client resources

DAHLIN GROUP Pleasanton, CA
Designer July 2007 – February 2012

- Managed client communications and relations and developed and implemented design strategies for 50+ projects including residential, multi-family, commercial, and international
- Identified project site regulations and character, tying designs to a broader context to maximize client benefits

LEADERSHIP & ACTIVITIES

SMMC BOARD Marin County, CA
Director of Membership March 2021 - Present

- Led and managed membership strategy for local non-profit, including acquisition and retention, growing membership MoM for two consecutive months for the first time in two years
- Implemented a successful win-back strategy for expired members, doubling renewals

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS | DMBA PROGRAM San Francisco, CA
M.B.A., focus in Design Strategy (DMBA) | GPA 4.09 May 2018

- *Leadership:* Co-founded DMBA Women in Leadership; Chaired the DMBA Alumni Committee, Co-Chaired the DMBA Social Media Committee
- *Achievements:* Scholarship for academic performance; Toyota and Net Impact's Next Generation Mobility Challenge Wild Card Round 1 Winner
- Advised a pre-launch startup on business model and pivoted target market; Formulated revamped supply chain to improve operations for fast-growing startup
- Created a new venture, built out full business plan, GTM strategy, and pitched to investors as capstone project

UNIVERSITY OF CALIFORNIA, BERKELEY Berkeley, CA
B.A., Architecture; Minor, City & Regional Planning | GPA 3.7 May 2007

- *Leadership:* California Alumni Association Leadership Scholarship awarded every semester; Vice President of American Institute of Architecture Students; Co-captained intramural soccer teams every semester
- *Achievements:* Graduated with High Honors; University Honors awarded every semester

INTERESTS

Photography
Coffee
Technology
Design
Travel
Cycling
Architecture

OTHER

Dual US and German citizen