



Shea Castle

Product and Customer Marketing

Highly collaborative marketing leader with experience in account-based marketing, product and solutions marketing, customer marketing, and content marketing strategy. I use my expert communication skills to turn complex problems into simple solutions at every stage of the customer journey.

CONTACT

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- 📍 Marietta, GA

SKILLS

- Go-to-market and product launch strategy
- Customer marketing and lifecycle strategy
- Account-based marketing
- Multi-channel marketing
- Product adoption
- Customer education
- Public speaking and on-camera
- Cross-functional alignment
- People management
- Tech Stack: Terminus ABM Platform, Salesforce, Gainsight PX, Pendo, Outreach, Uberflip, PathFactory, Sendoso, PFL, ON24, YouTube

AWARDS AND CERTIFICATIONS

- DRIVE Award Winner, *Terminus*, 2021
- On the Spot Award Winner, *Ingenious Med*, 2018
- Terminus Account-Based Strategy: Fundamentals Certified
- LinkedIn Account-Based Marketing Foundations Certified

EDUCATION

Bachelor of Fine Arts
Wright State University

EXPERIENCE

Customer Marketing Director

Upside | September 2023 – July 2024

- Increased customer engagement across scaled marketing communications by 20% in two quarters
- Led customer launch of a new product dashboard, exceeding benchmarks for customer engagement with educational videos and email nurtures
- Created the first testimonial video within the grocery vertical, as well as top of funnel “Why Upside for Grocery” video

Director, Product and Solutions Marketing

Terminus | July 2022 – June 2023

- Created tier-based launch process to improve cross-functional alignment
- Led go-to-market strategy and execution of Terminus' largest product launch in two years, achieving pipeline goal of \$100k
- Created positioning, buyer personas, content assets, and sales enablement tools for use across marketing, sales, customer success, and partnerships
- Owned competitive intelligence and delivered sales collateral that improved competitive win rate by 10%
- People manager of the content marketing team, creating new pipeline-focused content strategy

Director, Customer Lifecycle

Terminus | January 2019 – July 2022

- Promoted twice as a result of leading customer marketing strategy across the entire lifecycle
- Created cross-sell marketing motion leading to the first \$1M expansion revenue quarter in company history
- Orchestrated onboarding, product adoption, and retention programs that contributed to 15 point GRR growth in two years
- Built G2 status with review generating programs that led to 12 consecutive quarters as a Leader in ABM
- Created Terminus' first ABM certification course, *Account-Based Strategy: Fundamentals* with over 500 completions in the first year

Product Marketing Manager

Ingenious Med | January 2018 – January 2019

- Implemented new product rollout process and timelines to build customer trust, increasing NPS by 10 points
- Delivered customer trainings, videos, content, and marketing programs that increased core feature adoption by 15%

Content Marketing Specialist

Greenway Health | December 2016 – January 2018

- Created email nurtures, newsletters, blogs, case studies, whitepapers, sales outreach templates, and other demand generating collateral
- Created and hosted podcast series, *Greenway Radio*