Neeshma Mehta

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PROFESSIONAL SUMMARY

Product marketing and integrated GTM professional with experience developing technical messaging, sales enablement, partner-facing content, customer stories, webinars, email nurture programs, and performance reporting for enterprise software products. Skilled at translating complex technical concepts into clear narratives for business and technical audiences, coordinating cross-functional stakeholders, and connecting marketing activity to adoption and business outcomes. Combines an Information Systems and marketing analytics foundation with hands-on execution across product marketing, campaign development, competitive analysis, and stakeholder communications.

PROFESSIONAL EXPERIENCE

Progress Software | Product Marketing Specialist, DataDirect & Corticon — April 2026 - Nov 2026

- Execute end-to-end GTM strategy and integrated campaign content for Progress DataDirect and Corticon across product launches, feature releases, partner-facing initiatives, and adoption programs.
- Author of published content on the Progress corporate blog, including enterprise customer stories (Global Refuge, VirtualZ) and partner webinar features on data integration, performance, and AI-enabled connectivity.
- Create sales and partner enablement assets, including competitive battlecards, datasheets, solution briefs, pitch decks, best-practice materials, and customer-facing content to support sales conversations and objection handling.
- Develop audience-appropriate positioning and messaging for IT administrators, data architects, developers, CIOs, business analysts, compliance officers, operations leaders, sales teams, and channel partners.
- Translate complex data connectivity and decision-automation capabilities into compelling business narratives tied to customer outcomes in claims processing, fraud detection, and supply chain logistics.
- Coordinate with Product Management, Field Marketing, Sales, and technical stakeholders to translate roadmaps into business-value messaging and execute demand-generation campaigns, email nurture streams, webinars, and partner communications.

Humanetics | AI & Data Analytics Intern | Morrisville, NC — April 2024 - September 2025

- Delivered performance insights to Product, Marketing, and Engineering teams to support product prioritization, GTM planning, campaign optimization, and stakeholder performance reviews.
- Built SQL- and Excel-based reporting and dashboards to evaluate campaign and product performance, ROI, engagement, operational KPIs, and adoption-related trends.
- Partnered cross-functionally to align data assumptions, metrics, and KPIs; performed ad hoc analysis and scenario modeling and translated findings into clear recommendations for leadership and business stakeholders.

Bluebird Foods | Logistics Coordinator Associate | Auckland, New Zealand — July 2023 - September 2024

- Managed inventory operations and fulfillment tracking in Microsoft Access and Excel across supply chain and order management systems.
- Coordinated with customers, manufacturers, and logistics partners to resolve quality, stock, and delivery issues, maintaining 98% accuracy.
- Implemented data-driven process improvements aligned with lean logistics principles, increasing operational efficiency.

SELECTED PUBLICATION

How Global Refuge Uses Data Integration to Support Refugee Resettlement at Scale | Progress Blog — June 2026

A Journey to High-Performance Multi-Database Connectivity | Progress Blog — May 2026

Why Performance Was the Make-or-Break Factor for VirtualZ | Progress Blog — May 2026

PROJECTS

Growth Analytics & Campaign Optimization (Python, Tableau) — *Auckland University of Technology*

- Built automated scripts assessing engagement, conversion, and retention; applied A/B testing simulations and predictive analytics to identify high-performing growth tactics, visualized in Tableau dashboards.

EDUCATION

Auckland University of Technology | B.S. Information Systems, Minor: Marketing & Data Analytics — December 2025

University of North Florida | Study Abroad, Information Systems | Jacksonville, FL — January - May 2025

SKILLS

Integrated & Partner Marketing: partner GTM, integrated campaigns, positioning and messaging, sales enablement, competitive analysis, product launches, customer stories, webinars

Marketing Operations & Analytics Tools: HubSpot, ActiveCampaign, Apollo.io, Webflow, Google Analytics, Mixpanel, A/B testing, Make, N8N, campaign reporting

Data & Analytics: SQL, Python, R, Excel, Tableau, Power BI, MySQL, PostgreSQL, KPI dashboards

Cross-Functional Collaboration: Jira, Confluence, Notion, ClickUp, SharePoint, Microsoft Teams, PowerPoint, stakeholder coordination, executive-ready presentations

Languages: English, Gujarati, Hindi (fluent); Punjabi (conversational)