KELSEY HAND-MARK
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About me

2x Founding Marketer. 2x Founding Product Marketer. I'm obsessed with building programs, functions, and companies from 0 to 1 and beyond.

Education

Barnard College, Columbia University • Bachelor of Arts in Sociology • **Honors:** *cum laude*

Relevant experience

Moxie
Principal Product Marketing Manager ('25-current) **2025-current**

- Lead product marketing for Moxie's software and services portfolio, driving company and product positioning, customer and competitive research, pricing and packaging, GTM strategy, and sales enablement
- Spearheaded enterprise research spanning 150+ sales opportunities and hundreds of customer interactions, establishing the strategic foundation for Moxie's upmarket expansion, including market positioning, product priorities, competitive differentiation, and go-to-market strategy
- Shaped the positioning and go-to-market strategy for Moxie's evolving pricing and packaging, translating complex pricing models into differentiated offerings, compelling sales narratives, and personalized enterprise proposals
- Overhauled Moxie's sales enablement, including its core sales deck, magazine-style Lookbook, competitive deep dives, and objection-handling resources; contributed to a 33% reduction in average sales cycles in 2025, from 43 to 29 days
- Introduced product demos into the sales process and developed an extensive industry education program, including a nine-part product Bootcamp for new hires
- Lead positioning and GTM for new products and services; develop launch messaging, website content, customer comms, and sales material & trainings

Circle
Senior Product Marketing Manager ('22-current) **2022-2024**
Product Marketing Manager ('22-'22)

- Joined all-in-one community platform as founding product marketing manager, spearheading GTM strategy from research & ideation through launch & engagement for 250+ features, resulting in a 219% increase in MRR over 24 months
- Led customer research, pricing and packaging, and cross-functional launch strategy (engineering, marketing, community, sales, CS) for new pricing plan, driving $70k MRR in first 30 days
- Conceptualized and quarterbacked a first-of-its-kind community benchmark report, including survey design, data analysis, content creation, and report promotion, driving 21K landing page views, 2.8K report downloads, and $16K MRR
- Created enablement artifacts, including online courses, live trainings, value libraries, case studies, and customizable slides to equip front-line teams, driving an 83% increase in paid communities over 24 months
- Craft rich messaging documents deeply rooted in customer conversations, product usage data, and market insights to tell compelling narratives that align customer needs with Circle's value
- Developed content for and lead customer education workshops to highlight feature use cases, boost adoption, and operate as a public representative of Circle's product team; subsequently, these events are transformed into ongoing series hosted by our customer success team
- Managed customer beta programs to seed testimonials, identify product improvements, and strategically expose features to potential upgrade candidates

Capitalize **2021 - 2022**
Senior Growth Marketing Manager ('22-'22)
Growth Marketing Manager ('21-'22)

- Joined 401(k) rollover platform as a founding employee & first marketing hire to drive exponential consumer growth; generated 80% of consumer rollover volume in Q1 2022 ($32M of $40M)
- Supercharged monthly consumer transactions by 800% over 13 months (80 to 750 monthly rollovers), increasing monthly rollover volume by 455% ($3.6M to $20M)
- Prototyped, managed, and scaled robust affiliate and creator partnership program, driving 5,000 account creates and $28M in rollover volume across 1,000 transactions (50% of which took place within Q1-2022)
- Managed employer-brand award strategy, resulting in recognition as a TIME Best Invention 2021 and Fast Company World Changing Idea 2022
- Owned SEO strategy along with content marketing and digital PR, managing 2 contract writers, increasing site traffic by 155% over 12 months, and earning impactful backlinks in Bloomberg, The Motley Fool, Money.com, Bitcoinist, and more
- Conceptualized and managed user research projects to uncover proprietary customer insights, refine messaging, and optimize site design

Maven Clinic **2020-2021**
Growth Marketing Manager

- Influenced $64M in marketing pipeline creation, including 11,600 leads, 1325 MQLs, and 142 open opportunities over 8 months
- Launched net-new account-based marketing program, driving $5.1M in marketing pipeline
- Led Google paid search, increasing leads by 200% (98 to 303) and decreasing CPL by 600% ($967 to $132) over 9 months
- Owned and expanded media buy strategy across email blasts, newsletters, webinars, and syndicated content; built robust model to surgically predict performance and expected CPL
- Crafted direct-response copy for media buys with CTRs that consistently performed 300% above publisher-provided benchmarks (avg. CTR of 2.5% vs .9% benchmark)
- Developed persona-based messaging to support launch of Maven maternity & fertility bundle

Dandelion Energy *(Google X Spinoff)* **2018-2020**
Acquisition Marketing Lead ('20-'20)
Senior Marketing Manager ('18-'20)

- Joined home geothermal company as a founding employee and first marketing hire — pre-revenue, pre-sales, and pre-CRM; led customer acquisition from 0 to $15.5M
- Defined and applied GTM messaging and positioning across website, creative assets, sales collateral, and partner campaigns
- Built and led paid and owned digital marketing strategy, growing qualified lead volume by 2,173%
- Managed $700K annual budget across Facebook (avg. ROAS: 7) and Google (avg. ROAS: 21), driving more than $6.4M in revenue
- Identified and tested promising acquisition channels, including Quora, Nextdoor, and direct mail
- Managed joint marketing efforts for community and utility partnerships (Heatsmart, Con Edison)
- Created, edited, and/or produced SEO-optimized content for video, webinars, blog posts, landing pages, and long-form resource guides, resulting in first page ranking for key search terms
- Developed highly-converting copy for digital ads, emails, sales collateral, and direct mail
- Piloted SDR and Events Manager roles before handing off to full-time hires

Skills & interests

Professional: Customer research, Messaging, Copywriting, Sales enablement,

(Also) extremely good at: Scattergories, Sudoku, Getting free shipping, Finding the best diner breakfast, baking