

Crystal Garcia

Product & Growth Marketing Leader

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Marketing executive with 15+ years in ad tech and startups, driving growth and scaling companies. Expertise spanning product marketing, GTM strategy, growth marketing, lead generation, and full-funnel campaign execution. Known for translating complex products into compelling narratives that convert.

EXPERIENCE

Head of Brand + Product Marketing | [Bebop.ai](#) Tempe, AZ · Apr 2025 – Present

- ▶ Reduced CAC by 87.5% and increased free-to-paid conversion ~3.5x
- ▶ Built product marketing function from scratch: ICP, positioning, messaging, and GTM strategy
- ▶ Built sales enablement (case studies, testimonials, etc.) and outreach funnel driving 50–75% demo-to-close rate
- ▶ Translated complex AI capabilities into clear value propositions across Product, Engineering, and Sales

Head of Marketing, Brand & Product | [Bluetail](#) Scottsdale, AZ · Aug 2023 – Sep 2024

- ▶ Increased post-demo pipeline by 20%; owned GTM process for all products and services
- ▶ Helped build and manage Customer Advisory Board from scratch
- ▶ Built brand strategy, voice, and product adoption initiatives across paid, organic, and social channels
- ▶ Achieved 1:3 ROI on conferences and prospect events; managed team of 4–5 marketers and agencies

Product Marketing Manager, Lead | [Trainual](#) Tempe, AZ · Aug 2021 – Aug 2023

- ▶ Founding PMM — built product marketing from zero: processes, KPIs, GTM checklist, and strategy
- ▶ Owned in-app messaging strategy and cross-departmental GTM for all new product features
- ▶ Served as voice of the customer through ongoing user research and stakeholder alignment

Lead Growth Strategist | [Coplex](#) Phoenix, AZ · Mar 2019 – Aug 2021

- ▶ Used lean strategies to help build companies from idea to seed round, validating business concepts
- ▶ Defined unit economics (CPL, CPA, CAC:LTV) and managed campaign execution and growth team

Director of Marketing | [SquadPod](#) Scottsdale, AZ · Oct 2016 – Oct 2018

- ▶ Led lead generation, ABM, SEO, thought leadership, PR, and full rebrand including site overhaul
- ▶ Hosted 'Women in SaaS' web series spotlighting technology influencers

Sr. Content Marketing Manager | [FiREapps](#) Scottsdale, AZ · Jan 2016 – Oct 2016

- ▶ Drove top-of-funnel via strategic content: eBooks, whitepapers, case studies, landing pages (Pardot/Unbounce)

Marketing & Content Manager | [eBay Enterprise](#) Tempe, AZ · Jan 2012 – Feb 2015

- ▶ Produced ad copy and campaigns for enterprise clients including NFL, Peeps, and Helzberg Diamonds
- ▶ Managed website, paid acquisition, and multi-channel campaigns: video, print, email, and display

SKILLS & TOOLS

Paid Channels: Google AdWords, Google Display Network, Facebook, LinkedIn, Pinterest, YouTube, Direct Buys

Marketing & Analytics: HubSpot, Salesforce, Pardot, Google Analytics, Google Tag Manager, Terminus, Triblio, Hotjar, Fullstory

Design & Content: Canva, Photoshop, WordPress, Wix, MailChimp, Final Cut Pro, iMovie, Typeform, Asana

Technical: HTML, CSS, JavaScript, jQuery, PHP, Git/GitHub, Bootstrap, Sass, Gulp, NPM

EDUCATION

B.A. Broadcast Journalism & Mass Communication — Arizona State University

Front-End Web Development — Rockit Bootcamp · 600+ hours project-based experience

ADDITIONAL

Board Member (Marketing Chair), CASA Academy · Non-profit providing educational opportunities for low-income children · 2017–2018

Freelance Marketing Consultant · Social media, content strategy, lead gen, PR, and marketing audits · 2011–Present