

# ARLENE GOYETTE

## Product Marketing & GTM Strategy Leader | Positioning, Launch Communications & Product Adoption

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### PROFESSIONAL SUMMARY

**Product Marketing and GTM Strategy Leader** with 15+ years helping organizations clarify product value, engage target audiences, and drive adoption across B2B, B2G, B2C, and regulated markets. I use human-centered discovery, market intelligence, stakeholder insights, and customer journey mapping to shape product positioning, launch communications, customer education, sales enablement, and go-to-market strategy. Delivered **53% registered user growth**, **21% dormant account reactivation**, a **3,500+ stakeholder database built from zero**, and **multimillion-dollar growth support** through clearer messaging, campaign strategy, and adoption programs for complex products and services.

### CORE SKILLS

- **Product marketing & go-to-market:** Product marketing, Go-to-market strategy, Product positioning, Competitive positioning, Messaging strategy, Product launch, Product adoption, Customer education, Customer marketing
- **Market & customer insight:** Market intelligence, Voice of customer, Stakeholder insights, Audience segmentation, Customer journey mapping, Jobs-to-be-done, Human-centered discovery
- **Lifecycle & engagement:** Email marketing, Marketing automation, Retention campaigns, Reactivation strategy, Customer communications, Newsletter strategy
- **Sales enablement & growth:** Sales enablement content, Capture strategy, Proposal support, Partnership marketing, Business development support, Portfolio messaging
- **Content, digital & measurement:** Website strategy, Content strategy, Plain language, Accessibility, Information architecture, Campaign analytics, UTM tracking, Engagement reporting

### SELECTED IMPACT

- **Drove 53% registered user growth and 21% dormant account reactivation** by modernizing digital communications, improving customer engagement, and launching retention-focused campaigns.
- **Modernized a flagship product experience within seven months**, contributing to a broader rebrand of the agency's SaaS portfolio.
- **Built a 3,500+ stakeholder database from zero** to support industry engagement, product communications, partnership development, and targeted outreach.
- **Supported federal contract wins and expanded scopes of work** through market intelligence, stakeholder relationship-building, capture support, positioning workshops, and sales enablement materials.
- **Led launch communications across B2B, B2G, and B2C markets**, including product messaging, segmented e-blasts, press materials, public engagements, and strategic partnerships.

### PROFESSIONAL EXPERIENCE

**Founder & Principal** | Clarifi Lab, LLC | Dec 2025 - Present

- Provide strategic counsel to mission-focused organizations on GTM planning, product positioning, digital service transparency, and customer experience.
- Develop positioning, value proposition frameworks, service narratives, and customer-facing content that make complex offerings easier to understand and act on.

**Customer Experience Strategist** | U.S. Department of State | Jan 2025 - Sep 2025 (role concluded due to RIF/organizational restructure)

- **Converted customer research and service data** into executive insights and messaging frameworks, enabling leadership to align on modernization and customer-centric service improvements.

- **Led cross-functional discovery** with stakeholders, customers, and partner teams to identify friction points, clarify audience needs, and improve customer-facing guidance, service workflows, and adoption of customer-focused practices.

### **Digital Content Designer** | U.S. General Services Administration (GSA) | Jul 2022 - Jan 2025

- **Delivered \$245K in annual savings** by modernizing a high-traffic federal digital service, improving navigation, content clarity, and self-service.
- **Led content strategy, information architecture, and messaging** improvements for public-facing digital platforms, helping teams improve findability, engagement, and trust.
- **Partnered with policy, product, engineering, and communications teams** to translate complex requirements into plain-language digital experiences that supported adoption and self-service.

### **Communications Director & Team Lead** | U.S. Department of Defense (DoD) - various agencies | Nov 2010 - Jun 2022

- **Drove 53% registered user growth and 21% dormant account reactivation** by modernizing digital communications, launching retention-focused email campaigns, and improving audience engagement.
- **Owned launch communications for complex products, services, and program milestones**, including product messaging, press releases, segmented e-blasts, stakeholder briefings, public engagements, and adoption-focused customer communications.
- **Synthesized customer, stakeholder, and market insights** to shape product portfolio messaging, audience segmentation, lifecycle content, and adoption strategies for military, R&D, academic, federal, and industry audiences.
- **Established a voice-of-customer feedback loop** by reviving the agency's User Council and hosting its inaugural symposium, helping leaders collect product feedback and improve adoption, retention, messaging, and customer experience decisions.
- **Established a 3,500+ contact database from zero** in less than one year to support targeted industry outreach, stakeholder engagement, product communications, partnership development, and market-building efforts.

### **Senior Marketing Communications Specialist** | Battelle | Sep 2006 - Nov 2010

- **Contributed to federal contract wins and expanded scopes of work** by combining market intelligence, stakeholder relationship-building, capture strategy, and customer-centered positioning for complex DoD programs.
- **Led a brand-positioning workshop as part of a DoD capture strategy**, helping teams clarify audience needs, buyer priorities, value propositions, and future requirements.
- **Developed sales enablement and portfolio materials**, including executive decks, capability collateral, proposal content, and customer-facing messaging for defense medical R&D programs.

## **EARLIER EXPERIENCE**

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### **Product Marketing Specialist / Senior Marketing Communications Specialist** | MCI, Inc. | Jun 2003 - Nov 2004

- **Supported B2C product positioning, sales enablement, and launch communications** for accessibility-focused telecom services by translating customer needs into clearer launch materials, sales content, partner messaging, presentations, and trade show assets.
- **Helped launch MCI's AIM Relay Service** through partnership-driven product marketing with AOL Instant Messenger, expanding access for deaf, hard-of-hearing, and speech-disabled customers.
- **Supported strategic partnerships and cross-promotion efforts** that helped extend product reach, strengthen sales conversations, and build awareness in an underserved consumer market.

## **EDUCATION & CERTIFICATIONS**

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- **BBA, Marketing**, The George Washington University
- **AI Practitioner: Foundations** | AWS Skills Center
- **Prototyping with AI Bootcamp** | Maven