

# ERIN BAWONO

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## SENIOR PRODUCT MARKETING MANAGER

Strategic operator connecting product strategy with marketing execution through scalable frameworks and operational playbooks. Expert in orchestrating tier 1 launches, building rapid-release processes, and embedding post-launch feedback loops that drive continuous improvement. Thrive in matrixed environments, translating between product strategy, marketing execution, and executive decision-making to deliver launches that move the needle.

### EXPERTISE

- **Product Operations & Program Management**
- **GTM Strategy & Launch Operations**
- **Cross-Functional Alignment & Matrixed Organization Stakeholder Management**
- **Operational Frameworks & Playbooks**
- **Data-Driven Decision Making**
- **Strategic Planning & Roadmap Management**
- **Post-Launch Analytics**

### PROFESSIONAL EXPERIENCE

**Cadmium**, Kansas City, MO (Remote)

**Senior Product Marketing & Operations Manager**

2024 - Current

Developed messaging, positioning, go-to-market strategy and new feature introduction processes for multiple product lines within SaaS, specifically tailored to the events and learning industries.

- Owned end-to-end product launch operations and roadmap processes across multiple product lines, building scalable frameworks and playbooks that connected product strategy to GTM execution.
- Established repeatable, comprehensive rapid-release GTM process for feature launches, creating operational playbooks that enabled faster, effective go-to-market cycles while maintaining quality and cross-functional alignment across 13 departments ensuring tier 1 launch readiness and strategic alignment.
- Developed marketing messaging for new and existing products, including website product and company positioning, product sheets, case studies, product videos and customer facing webinars.
- Established competitive intelligence program tracking 25+ competitors across events and learning management platforms, translating product feature analysis into sales battlecards, enablement guides, customer presentations and sales training materials.
- Defined product buyer persona profiles and customer journey to influence messaging and product positioning.
- Crafted engaging content by drafting the messaging, creating the content, producing and starring in the sales enablement social media videos to drive brand awareness and enhance sales team performance.

**T-MOBILE**, Overland Park, KS (Remote)

**Senior Integrated & Product Marketing Manager**

2020 - 2023

Led complex program management initiatives across matrixed organization, orchestrating Marketing campaigns, experiential demo programs, and vendor management that required navigating ambiguity and aligning stakeholders across corporate and retail leadership.

- Program managed tier 1 \$10M multi-market launch campaign, defining operational frameworks and launch playbooks that scaled new store opening processes across regions. Built tracking systems for launch progress and dependencies, providing leadership visibility into timing, positioning, and cross-functional readiness throughout execution.
- Managed multiple vendor relationships with emphasis on encouraging creativity, fostering innovation, and ensuring accountability. Delivered well-considered end products through effective strategies.
- Produced and deployed 11 interactive 5G World kits, educating consumers on the benefits of 5G at local events through innovative augmented reality experiences, along with training sessions and key value proposition statements nationwide.

- Conducted in-depth market insight analysis through focus groups, surveys, and market demographics of major US cities. Designed market positioning, messaging, and strategy targeting inert consumers and advising executive leadership team of new consumer persona approach.
- Oversaw marketing asset software vendor, controlling 200+ marketing assets for proper distribution, facilitating IT integration to streamline user access for 2K+ retail partners, and expanding platform design and scope to support Metro third-party dealer co-op programs for 100+ dealers.

**Sprint**, Overland Park, KS

**Regional Marketing Manager**

2015 - 2020

Operated at multiple altitudes across \$3M portfolio by championing complex integrated marketing campaigns, facilitating strategic planning with field sales leadership, and rolling up sleeves to remove blockers and simplify workflows across retail operations.

- Built scalable partnership frameworks with retail field sales leaders, developing operational playbooks for local promotions that drove 125% lift in targeted retail traffic through data-informed strategies and cross-functional alignment.
- Orchestrated and executed over 75 event activations, ranging from professional sports player appearances to local community events and B2B sponsorships, amplifying brand awareness and creating demand-generation opportunities.
- Established cross-functional collaborations and corporate sponsorships for impactful local activations with teams, such as the Kansas City Chiefs, Kansas City Royals, Sporting KC, and St. Louis Blues.
- Led team of local marketers and media partners, creating local event activations with Chiefs player appearances driving 250+ attendees to targeted retail locations.
- Engaged with front-line retail customers at events under management, fostering meaningful interactions, generating sales leads, and using insights to shape future campaigns.
- Developed and executed annual marketing strategies aligned with regional retail sales goals, utilizing OOH, radio, and social media.

**Sprint**, Overland Park, KS

**Product Marketing Manager III**

2009 - 2015

Owned product lifecycle management and roadmap planning across voice and data emerging products portfolio, building GTM frameworks that connected vendor coordination, product positioning, and sales enablement. Managed dependencies across 5 vendor relationships, ensuring launch timing, strategic alignment, and achievement of 103% sales targets.

- Launched 24 devices, developing comprehensive retail merchandising strategies including in-store product placement, point-of-sale materials, and retail and B2B sales collateral.
- Developed and lifecycle managed voice and data emerging product personas and value propositions as the lead of the emerging products category for Sprint.
- Collaborated cross-functionally to communicate customer positioning, drive sales awareness, and achieve significant impact sales volumes, reaching 103% of sales targets.
- Created compelling product marketing and sales collateral materials, highlighting product features, specifications, benefits, and unique selling points through product positioning briefs, recorded sales training, and field sales presentations.
- Analyzed competitive market, strategizing category, pricing, and customer-centric involvement, shaping product roadmap with compelling product features, and ensuring customer needs were met.
- Managed relationships with 5 vendors, ensuring high-quality representation and privacy while achieving sales goals.
- Led value-added international calling services marketing for Boost Mobile division, developing retail promotional offers and in-store merchandising programs that delivered 4% revenue lift within one month of international calling product launch.

Previous Roles:

**T-MOBILE**, (Formerly Sprint), Overland Park, KS

**Marketing Analyst / Operations Program Manager**

**TOOL PROFICIENCY**

**Marketing & Collaboration Tools:** HubSpot, Canva, Figma, Camtasia, Warpwire, Gong, AI Platforms

**Project Management:** Jira, Monday, Microsoft Suite, Google Workspace

**Industry-Specific:** Eventscribe (Event Management), Elevate (Learning Management), Trade Show Management

## EDUCATION

**Master of Business Administration (MBA)**, Webster University, Kansas City, MO

**Bachelor of Science (BS)**, Business Administration, University of Missouri, Columbia, MO

## AWARDS

Lead Magenta Next Capstone Winner, 2021

Winners Circle Nomination, 2021

Circle of Achievement Nomination, 2018

Circle of Excellence Nomination, 2012