

Maria Rybina

Senior Marketing Manager | Product & Content Marketing

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New York, NY

Senior marketer with 7+ years of experience working across product, market, and communication.

Experienced in shaping positioning and launch strategy, turning technical products into clear customer value and practical sales tools. Combine a marketing perspective with an industrial design background and a strong understanding of how products are developed, communicated, and commercialized.

Experience

Juniper / Senior Product Marketing Manager

Design and manufacturing company developing engineered technology systems.

2022 – PRESENT

Lead marketing across a portfolio of 100+ products and system components, including approximately four major launches each year. Manage two direct reports and external creative partners.

- Lead commercialization of new product systems, shaping how they are positioned, introduced to market, and supported after launch.
- Standardized the launch and documentation process from technical brief through final customer materials, reducing time-to-market by 20% and communication and specification errors by about 35%.
- Develop naming and portfolio structures for modular product families, making complex configurations easier to navigate as the offering grows.
- Translate engineering input into clear product narratives that help customers understand how systems work, where they fit, and how to specify them.
- Shape product content across digital and launch channels, maintaining a consistent story from initial discovery through specification.
- Equip sales teams with practical tools built around recurring customer questions, improving how complex systems are presented and explained.
- Use sales feedback and customer behavior to refine messaging and identify gaps in the broader product experience.
- Direct photography, video, and campaign production with external creative partners, connecting product strategy with visual execution.
- Built a scalable lead-management process connecting website inquiries with CRM segmentation and follow-up, replacing manual handoffs with a more consistent system.

Experience

Martela / Product Marketing Specialist

Nordic workplace-solutions company specializing in office furniture and interior environments for corporate clients.

2018–2020

Supported product marketing across 10+ categories, connecting product development with customer and commercial needs.

- Developed 30+ product briefs from customer and market insight, supporting 12+ product introductions annually.
- Worked with product teams from early product definition through launch readiness and market introduction.
- Created positioning and product education for new and existing portfolio lines across multiple markets.
- Developed sales narratives and presentation tools that contributed to a 17% improvement in win rate.
- Standardized product documentation and cross-functional review processes, creating a more consistent way of working across the portfolio.

Belsi Home / Industrial Designer

Direct-to-consumer company for transformable, space-saving furniture.

2017–2018

Contributed to early-stage product development and U.S. market entry for a growing furniture brand.

- Led concept development and prototype refinement for a transformable furniture system introduced to the U.S. market.
- Developed product communication for digital channels, contributing to a 30% increase in online inquiries.
- Worked with manufacturing partners to balance design feasibility, production requirements, and cost targets.

Education

Pratt Institute / Master of Industrial Design

2020 – 2023

Moscow State Stroganov Academy / Bachelor of Fine Arts

2014 – 2018