

# Tylee Milan

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## PROFILE SUMMARY

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Product Marketing leader with 10+ years of experience bringing complex technology products to market and driving enterprise adoption at scale. Proven track record leading positioning, go-to-market strategy, and launches across AI, analytics, and marketplace platforms used by millions of businesses and consumers. Experienced at translating technical capabilities into clear narratives that drive adoption, revenue growth, and customer trust. Known for partnering deeply with Product, Engineering, Sales, and executive leadership to shape product direction and deliver measurable business impact.

Key skills: Go-to-Market Strategy & Product Launches · Positioning, Messaging & Narrative Development · Consumer & Cultural Insight Generation · Product Storytelling & Narrative Design · Cross-Functional Collaboration (Product, Design, Research) · Experimentation & Performance Optimization · User Research & Voice-of-Customer · Growth & Engagement Strategy · Executive Communication

## PROFESSIONAL EXPERIENCE

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### Amazon

Senior Product Marketing Manager (Outbound, AI & Retail)

New York, NY

2024 - 2025

Led go-to-market strategy and lifecycle marketing for AI-driven retail experiences

- Led integrated, insight-driven campaigns for Amazon's largest retail moments, driving \$200M+ in incremental revenue
- Translated AI-driven personalization capabilities into human-centered messaging across email, push, WhatsApp, and social
- Developed strategic marketing and creative briefs that aligned product, growth, and brand teams around shared objectives
- Built a multi-channel experimentation framework that increased customer engagement by 25% YoY
- Reduced Prime acquisition cost by 10% through onboarding narratives and emotionally resonant subscription storytelling

### Google

Product Marketing Manager (Google Analytics)

New York, NY

2021 - 2024

Sales Strategy and Operations Program Manager (Google Ads)

2021 - 2023

Owned vision and growth strategy for a mass-scale B2B product used by millions

- Owned end-to-end growth and positioning strategy for Google Analytics, driving 1M+ annual signups and sustained usage
- Defined product narratives that made advanced analytics feel accessible, actionable, and relevant to everyday business
- Conducted qualitative and quantitative research to surface user insights and inform messaging, onboarding, and roadmap
- Led sales strategy, performance analytics, and incentive design for sellers driving revenue growth and operational efficiency

### Uber

Growth Strategy (Uber Eats)

San Francisco, CA

2021

Launched B2B meal delivery solutions during the pandemic

- Launched pandemic-era B2B delivery solutions through coordinated brand, performance, and lifecycle campaigns
- Designed activation and onboarding journeys that increased lead generation by 150% and reduced CAC by 10%
- Led merchant and user research to uncover emotional and functional barriers to adoption
- Translated insights into clearer product storytelling and improved customer experiences, driving CSAT +75%

### Accenture

Senior Consultant / Product Manager (various clients and industries)

San Francisco, CA

2015 - 2021

- Led global enablement, marketing, and adoption programs for technology and cloud clients with \$50M+ ARR portfolios
- Built scalable launch playbooks and campaign systems that increased GTM velocity by 40%
- Developed education and storytelling programs for Google Cloud and startup ecosystems

## EDUCATION

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McCombs School of Business - The University of Texas at Austin

Austin, TX

BBA, Supply Chain Management — Highest Honors, Commencement Speaker (GPA: 3.97)

## INTERESTS

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- Health & Wellness · Snowboarding · Surfing · Climbing · Psychology · Yoga · Golf · Flag Football · World Traveling · Cats