HANNAH ARZANPOULI

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Senior Product Marketing Manager

Portfolio Marketing | Messaging & Positioning | Sales Enablement | Content Strategy | NPI Launches

Product marketer with 7+ years of marketing experience, most recently owning worldwide messaging and sales enablement for HP's $1B+ Managed Print Services portfolio. Specializes in making complex portfolios easier to sell: finding the gaps in how products are positioned, turning inconsistent narratives into something the field can actually use, and building the assets that close deals. Background spans enterprise B2B (HP, Accesso) and creative agency (Raindrop), with experience partnering across Product, Sales, and global field teams. Applying AI beyond basic prompting to competitive analysis, content production, and custom tool development (Claude, Copilot, Gemini).

Selected work, case studies and writing samples: hannah.arzanpouli.com

PROFESSIONAL EXPERIENCE

HP, Inc.

Nov 2021 – Apr 2026

Fortune 100 technology company, Managed Services division.

Portfolio Marketing Manager (Managed Services) | San Diego, CA | Nov 2023 – Apr 2026

- **Sales Playbook & Competitive Response:** Created the division's direct MPS sales playbook, starting with a rapid-response competitive play built using AI tools following a major competitor's restructuring, delivered to the global field **in one week**. Won a quarterly HP marketing award for rapid execution and strategic impact. Iterated and expanded over two years into the standard worldwide sales playbook, owned through departure.
- **Portfolio Messaging & Positioning:** Owned worldwide messaging for the MPS portfolio (**$1B+** enterprise business), serving as the bridge between Product, Sales, and the global field. Conducted a competitive messaging audit that identified where HP's positioning was falling short relative to key competitors, then rebuilt the messaging framework that guided worldwide MPS positioning.
- **Sales Enablement & Asset Overhaul:** Overhauled the core MPS pitch deck into a **~90-slide** modular library based on direct field feedback, enabling sellers to build tailored narratives by vertical and deal type. Adopted as a best practice across the division. Created and maintained all customer and seller-facing assets (presentations, solution briefs, eDMs, brochures), using AI-assisted workflows to accelerate competitive analysis and content production.
- **Channel Launch:** Built the enablement architecture from the ground up for HP's channel-sold MPS-lite product, developing the through-partner messaging, customer presentation, and solution brief where none existed. Partnered with channel marketing counterpart on partner-facing content including partner playbook.

Sales Enablement & NPI Launch Manager | San Diego, CA | Nov 2021 – Nov 2023

- **Launch Enablement:** Partnered with Product Management to develop sales enablement for new offer introductions and updates across the MPS portfolio, creating the solution briefs, brochures, and presentations that prepared the global field for each launch.
- **Global Training & Field Readiness:** Ran quarterly worldwide sales training webinars reaching **~800 participants** per session, coordinating across product owners to ensure the global field was prepared for new offers and updates.

Raindrop Branding & Advertising

Aug 2020 – Oct 2021

~80-person full-service agency | #1 YouTube Ad Leaderboard 2020 | Super Bowl Ad Creator (Dr. Squatch 2021)

Brand Supervisor | San Diego, CA | May 2021 – Oct 2021

- **Promotion:** Promoted from Brand Manager to Brand Supervisor within 6 months, overseeing **>50%** of the brand team and **~60%** of agency accounts, including the agency's largest account (**~$1.5M**/year).

- **Process Improvement:** Identified a critical disconnect between sales promises and creative capacity; led a cross-functional audit to restructure project timelines, improving delivery reliability and reducing team burnout.

Brand Manager | San Diego, CA | Aug 2020 – Apr 2021

- **Account Management:** Trusted with a top-3 client account (**~$1M+**/year) in first week despite no prior agency experience; managed end-to-end creative development from brief through post-production, including video productions of **~$125k.**
- **Brand Strategy:** Led brand identity discovery workshops with clients, guiding stakeholders to define brand voice and visual direction, then project-managed end-to-end development with design and copy teams.

Accesso Technology Group

Jan 2018 – Mar 2020

~500 employees | B2B SaaS, guest experience technology

Marketing Manager | San Diego, CA | Jan 2018 – Mar 2020

- **Sales Enablement:** Partnered with Sales Directors to create winning pitch decks for priority clients, directly contributing to **~$10M** in annual sales.
- **Digital & Web:** Increased business unit web leads by **300%** through creation of a new BU website, owning the full scope of structure, content, and graphics.
- **Brand & Collateral:** Co-developed brand guidelines and built scalable master templates (pitch decks, solution one-pagers) used by global sales teams; produced marketing collateral using Adobe Creative Suite (InDesign, Illustrator, Photoshop).

EARLIER EXPERIENCE

2014–2017 | Executive Assistant: International Language Institute (DC), Hilton Worldwide (DC), TE2/Accesso Technology Group (San Diego)

2009–2013 | English & French Language Teacher: Various schools, UK & Italy

EDUCATION

Postgraduate Certificate in Education (PGCE), University of Cumbria, UK

BA, French Language, History & Politics, Newcastle University, UK

SKILLS & TOOLS

Product Marketing: GTM strategy, messaging & positioning, sales enablement, content governance, content strategy

AI & Tools: Claude (advanced, building custom AI tools), Microsoft Copilot, Gemini, Azure AI Sandbox | Adobe Creative Suite (InDesign, Illustrator, Photoshop) | PowerPoint, Word, SharePoint, Asana

Languages: Spanish (conversational), French (conversational), Italian (conversational)