

# ERICA DAVIDSON DINGMAN

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## EMPLOYMENT

### Movable Ink | New York, NY

May 2021 - present

#### ASSOCIATE DIRECTOR, PRODUCT MARKETING

Led GTM programs for Movable Ink's AI solution, Da Vinci, across the US and EMEA, developing executive personas, competitive framework, partner launches, and new messaging; conducted global AI training sessions and represented the brand at key industry events and webinars, including multiple presentations at Think Summit, and as a guest on PMA podcast with original topic: product vision vs product selling.

- Drove 16 new pilots and \$8M ARR in 2024, \$6M ARR in H1 2025
- Presented "The Future of Personalization" with VP of Machine Learning at 800 person conference
- Facilitated AI enablement with a global roadshow, including 6 in-person and 6 virtual training sessions throughout 2024
- Launched new content personalization model, subject line personalization, custom events, and new reporting UI.

#### SENIOR PRODUCT MARKETING MANAGER

Led rebrand and AI launch for Da Vinci; developed positioning, sales enablement, and thought leadership content; launched key AI features (e.g. subject line generation, short-lived content) and led product discovery, competitive analysis, and client webinars.

- Drove 6 new pilots and \$2M ARR in 2023, the first full year of Da Vinci rebrand
- Created the first PMM intern program in 2022

### Aircall | New York, NY

July 2019 - May 2021

#### PRODUCT MARKETING MANAGER

Led GTM programs for Aircall's mobile apps, and launched SMS, the largest feature release in Aircall history; led SMS pricing and packaging analysis, drove global telecom market expansion strategy, created +150 sales materials, redesigned the monthly customer newsletter, and launched sales enablement tool, Highspot, for 200+ users, owning solution architecture, content creation, and global training initiatives.

- Increased mobile adoption by 44%
- Achieved 86% engagement on Highspot in first year
- Increased average newsletter open rate from 26% to 39%

### Adaptly (Acquired by Accenture) | New York, NY

May 2015 - July 2019

#### DIRECTOR OF LEARNING & DEVELOPMENT

Owned enablement, product documentation, partner best practices, and facilitated trainings for clients and global offices. Built a searchable subject matter expert database with company-wide adoption in 2018

#### SENIOR PROJECT MANAGER, MEDIA OPERATIONS TRAINING & ONBOARDING

Built LMS courses, product overviews, supporting sales material, and onboarded 22 new hires with 91% retention by July 2019.

#### MEDIA MANAGER

Managed, optimized, and evaluated social campaigns across Facebook & Instagram, Twitter, Pinterest, and Snapchat

### Thrillist Media Group | New York, NY

April 2014 - May 2015

#### AD OPERATIONS COORDINATOR

### MediaVest | New York, NY

July 2013 - April 2014

#### ASSISTANT ACTIVATION ASSOCIATE

### Weil Gotshal & Manges LLP | New York, NY

July 2012 - June 2013

#### BANKING & FINANCE PARALEGAL

## EDUCATION

### Wesleyan University | Middletown, CT

May 2008 - May 2012

Bachelor of Arts in Government, concentration in American Government and Public Policy