

# Kieran Kilbride-Singh

[@remotekieran](#)

## Hello 🖐️

I'm a full-stack product marketer interested in [software](#), [data](#), and [smart cities](#).

I've worked [remotely](#) across tech for five years, filling cross-functional roles in fast-paced startup and agency environments.

I've [lived](#) in ten different cities, nurtured a love for dumplings, and developed a specialism in unifying market requirements, customer needs, and company capabilities into coherent product narratives.

## Expertise 🤔

- Content + storytelling
- [Positioning](#), pricing, messaging
- Commercial + industry knowledge
- [Product development](#), UX, onboarding
- Market research + competitive analysis
- [Jobs-To-Be-Done](#) + voice of the customer

## Education 🎓

**MSc Marketing**, Nottingham Trent University, 2015-2016

Focused on high-level strategy for:

- Entering markets
- Positioning products
- Maintaining a competitive advantage
- Keeping the customer central to marketing

**BA (Combined Hons.) Communication & Society and English**, First Class Honours, Nottingham Trent University 2010-2014

## Contact 📡

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## Product Marketing Manager

*D4 Software, Remote, January 17–present*

- Brought three [products](#) to market from concept to revenue with market research, competitive analysis, customer research and user personas using Jobs-To-Be-Done theory, brand positioning and messaging, value-based pricing, product betas, launching and relaunching.
- Re-positioned and re-priced existing products according to value, [10xing MRR](#) with data-backed pricing changes.
- Pioneered behaviour-based user onboarding using live chat, email, video, and in-app prompts.
- Worked with product teams to steer product roadmaps based on the needs of users and market requirements.
- Authored web and [blog](#) content, including ghost writing for c-level leadership, reaching over half a million people.

## Marketing Strategist

*Kilbride Communications, Remote, January 15–December 17*

- Conducted marketing and organisational reviews (SWOT, PESTLE, Porter's 5 Forces) and provided new strategies and marketing plans based on findings.
- Carried out market research and developed buyer / advocate personas and market segments.
- Devised positioning, value propositions, and messaging.
- Created copy and content strategies and materials to drive user awareness, acquisition, and retention.
- Clients included Birmingham City University, Nottingham Trent University, TedX Brum, GoTibba.

## Copywriter & Project Manager

*Pyramidion, Antwerp (Belgium), April 15–August 15*

- Worked on high-level marketing strategy for global B2B tech conglomerates such as DNV GL and NXP. Projects ranged from [IoT products](#) to transnational smart grids.
- Wrote scripts for keynotes delivered globally, messaging documents for new products and [companies](#), technical white papers, web content, and competitive analyses.

## Marketing & Communications Lead

*Human Camera, Nottingham (UK), September 14–March 15*

- Grew and nurtured an online audience through content marketing (blogging, social media), launched a recurring event (gaining media coverage), wrote multi-channel copy.

## Data Surveyor

*TomTom, Remote, May 12–August 14*

- Travelled the UK - from London to Edinburgh - mapping cities on a Geographic Information System (GIS). Self-managed role.

## Recent projects

### D4 Software (2017-2018):

- Launched a [SaaS analytics product](#).
- Repositioned a [data reporting tool](#).
- Increased revenue of a [database migration tool](#).

### Continuous global city travel (2014-2018):

- I've spent the last few years working remotely while living in cities in Europe, Asia, and South America. I've witnessed and experienced the diverse challenges and solutions of city living and transport, driving insatiable curiosity about future cities.

### PhD exploratory research (2017-2018):

- I've been interested in pursuing a PhD related to technology and urban environments. I conducted exploratory research around platformization of cities, digital geographies of transport, shared mobility, future of transport. I've developed a broad knowledge of priorities for cities and technology.

### Kilbride Communications (2015-2017)

- Integrated marketing and communications plan for non-profit.
- Market research, repositioning, marketing plan for [BCU](#).
- Content for [Nottingham Trent University](#).
- Exploratory project with a MaaS startup in London (Local Courier) trying to improve the flow of parcels in urban places.
- Content and marketing plan for [GoTibba](#).

### TEDx Brum (2016):

- I helped [promote](#) TEDx Brum 2016 under the [#PowerOfUs](#) theme: "How can we pioneer a better city together? It's time to break down the walls and connect across public, private and civic sectors in order to build a city we can be proud of."

### Sustrans (2016):

- Volunteered for 6 months. I designed and wrote case studies, project sheets, leaflets, and brochures promoting active travel.

### MSc Marketing (2015):

- My research project explored the increasingly blurry lines between digital and physical touchpoints consumers experience in relation to their surroundings and smartphones. I explored the ethical implications for a connected society.

### Pyramidion (2015):

- Product messaging for an interoperable IoT chip.
- Content series about transnational smart grids.
- Positioning and messaging for a new Chinese company.

# Portfolio

## Products, projects, writing

### Product marketing

- Complete product marketing portfolio [online](#)
- Building a product narrative for an [IoT chip](#)
- Crafting a compelling story for a new [global company](#)
- Creating a brand, position, messaging, and web and social presence for a [new product](#)
- Building trust in the [cryptocurrency markets](#) with a security-focused narrative

### Written content

- *TEDx Brum 2016*: "[The Power of Us](#)"
- *initial commit*: "[Why company culture makes or breaks remote work](#)"
- *initial commit*: "[Data: the resource that will power the future](#)"
- *initial commit*: "[What would you do with 10,000 interns? Why you need an AI strategy.](#)"
- *initial commit*: "[JavaScript's evolution into a first-class language](#)"
- *Mind The Product blog*: "[Using analytics to raise prices and win new customers](#)"
- *SQLizer blog*: "[Is it possible to host Facebook on AWS?](#)"
  - [Hacker News thread](#)
- *SQLizer blog*: "[SQL is 43. Why do we still use it?](#)"
  - [Hacker News thread](#)
  - [reddit thread](#)
- *D4 blog*: "[What should you do with your data?](#)"
- *D4 blog*: "[What does GDPR mean for data-first companies?](#)"
- *QueryTree blog*: "[Are you creating value with your data?](#)"
- *Prodlytic blog*: "[An actionable data science framework for product analytics](#)"
- *Prodlytic blog*: "[Finding your customers' jobs to be done](#)"