

Rosi Rusmiati

Senior B2B Marketing Manager · AI-native

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EU-based, open to remote · Full right to work in the EU, no visa sponsorship needed

Profile

B2B marketer who makes complex SaaS and AI products easy to understand, find and buy. For 8 years I have turned technical products into clear positioning, launches and content that sales teams use, across the US, Europe and Southeast Asia. AI-native: I build Claude agents, custom skills and automated workflows into content, research and reporting, and I build my own websites with AI coding tools. Highlights: a \$4.5M funding round supported, about \$400K of marketing-influenced pipeline from US account campaigns, and about 15 hours of manual work saved per week with AI.

Core strengths

- **Positioning & go-to-market:** messaging, launches, sales enablement, investor narratives.
- **Content, SEO & GEO:** thought leadership, founder content, visibility on Google and in AI search.
- **AI-native marketing:** Claude agents and skills, AI automation, websites built with AI coding tools.

Experience

Head of Marketing & Brand Management · videoreality.de

Apr 2026 – Present · Frankfurt, Germany · AI interactive video and digital humans for museums and brands

- Repositioned an AI product for four audiences and renamed the product line around what each technology does, giving sales one clear story for every buyer.
- Launched an SEO and GEO programme that took the site from near zero to 60+ ranking keywords in one quarter and lifted demo requests ~20%.
- Built the sales enablement suite behind ~€500K of active pipeline, plus a pricing calculator that cut proposal turnaround by 50%.
- Built Claude agents and automations for content, lead research and reporting, saving ~15 hours of manual work a week. Lead a team of 3 plus freelancers.

Independent Marketing Consultant · Freelance

May 2025 – Mar 2026 · Frankfurt, Germany / Remote

- Rebuilt positioning and messaging for 6+ B2B SaaS founders in Europe, lifting landing-page conversion ~25% on average.
- Introduced AI-assisted content and research workflows that cut campaign production time by a third.
- Set up HubSpot lifecycle stages and nurture flows (~30% open, ~4% click rates) and SEO roadmaps that added 500+ monthly organic visits per client within two quarters.

Marketing Manager · Aracor.ai

Aug 2024 – Apr 2025 · Frankfurt, Germany / Remote · AI LegalTech SaaS for US enterprise legal teams

- Led go-to-market for 4 AI product launches into the US enterprise legal market, turning complex AI into clear value for general counsel and legal operations.
- Wrote the investor narrative and pitch materials behind a \$4.5M funding round.
- Generated 100+ MQLs in 8 months and ~\$400K of marketing-influenced pipeline from account-based campaigns to 150 priority US accounts.
- Lifted MQL-to-demo conversion from ~12% to ~18% through message and landing-page testing.

Marketing Manager · Otto ID Solutions

May 2023 – Aug 2024 · Frankfurt, Germany · RFID and IoT solutions for industrial and healthcare clients

- Rebuilt the website around search intent and use cases, growing organic traffic ~45% and doubling inbound enquiries year over year.
- Ran 8+ trade shows and webinars that generated 250+ qualified leads across 3 markets.
- Produced customer case studies with industrial and healthcare accounts, and directed design, translation and paid-media partners to ship multilingual campaigns on a lean budget.

Chief Marketing Officer · Femalepreneur.id

Mar 2019 – Jun 2023 · Jakarta, Indonesia · EdTech platform for women entrepreneurs

- Built the marketing function from zero to a team of 20 across content, social, design, community and events.
- Grew a 60,000+ member community and launched 50+ programmes, converting ~5% of the engaged audience into paying learners.
- Turned community, events and 30+ co-marketing partnerships into a repeatable, low-CAC acquisition channel reaching 10,000+ participants.

Education

MSc Entrepreneurship · Uppsala University, Sweden · Aug 2021 – Aug 2022

GPA 3.5/4.0 · Swedish Institute Scholarship · Erasmus+ Traineeship

BA Education · Muria Kudus University, Indonesia · Aug 2008 – Jan 2013 · GPA 3.62/4.0

Certifications

Product Marketing (PMM School) · AI Agent & Automation (Futurepedia) · SEMrush SEO incl. AI Search
· Google Data Analytics

Tools & languages

Tools: Claude, n8n, HubSpot, GA4, Search Console, SEMrush, WordPress, Webflow, SQL, Figma

Languages: English (C1, fluent) · Indonesian (native) · German (A2, improving)

Speaker and community builder: talks reaching 10,000+ participants and 100,000+ followers across platforms.