Summer Nashif

Marketing executive · Brand, product marketing & growth · SaaS + consumer
San Francisco Bay Area hello@summernashif.com LinkedIn

PROFILE

I build brands, teams, and go-to-market engines that connect mission and performance. For 20+ years, across SaaS and consumer, I've turned complex products into stories that drive adoption and revenue.

HIGHLIGHTS

Udemy 2018 – 2023
Built and scaled a 50-person marketing organization across brand, product, creative, and integrated marketing. Repositioned the brand, launched SaaS products and AI features. Promoted twice, to VP.

Grammarly · Freed AI · NOCD 2024 – 2025
Shaped brand strategy, built product marketing teams, sharpened product narratives, and aligned go-to-market execution.

Tile · Livescribe · The Coffee Bean & Tea Leaf 2006 – 2018
Drove growth and brand expansion by pairing data with creative storytelling to grow awareness, loyalty, and new revenue streams.

EXPERIENCE

Grammarly Consulting
- Marketing Consultant — Jul 2024 – May 2025

Freed AI Consulting
- Marketing Consultant — Jul 2024 – Jan 2025

NOCD Consulting
- Marketing Consultant — Jan 2024 – May 2024

Udemy San Francisco
- Vice President, Marketing — Sep 2020 – Apr 2023
- Senior Director of Marketing — Feb 2019 – Sep 2020
- Director of Product Marketing — Jun 2018 – Jan 2019

Tile San Mateo
- Director of Product Marketing — 2017 – 2018

Livescribe Oakland
- Marketing Director — Jan 2015 – Jul 2016
- Senior Marketing Manager — Mar 2012 – Dec 2014

The Coffee Bean & Tea Leaf Los Angeles
- Senior Marketing & Brand Manager — 2008 – 2010
- Category Manager, Marketing & Product Development — 2006 – 2008

S. Groner Associates Long Beach
- Account Manager, Marketing & PR — 2002 – 2005