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# Jabez Roberts

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## Comprehensive Professional Summary

Technical Product Marketing and Product Strategy professional with 10+ years of experience launching, positioning, and scaling digital products, platforms, and growth systems. Combines hands-on technical execution with strong go-to-market instincts to translate product capabilities into clear customer value.

Experienced in early-stage SaaS, internal platforms, and revenue-driving digital systems. Strong at bridging engineering, product, and marketing to drive adoption, activation, and measurable business outcomes. Well suited for Technical Product Marketing and Product-led Growth roles.

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## Core Identity And Strengths

- Translates technical features into clear positioning, messaging, and customer value
- Partners closely with engineering to inform roadmap, launches, and adoption strategy
- Defines GTM strategy across messaging, onboarding, content, and activation
- Uses product data, usage signals, and customer feedback to iterate on messaging and flows
- Connects UX, onboarding, and lifecycle communication to retention and revenue
- Comfortable operating hands-on across product, growth, and technical execution
- Strong product storytelling across content, demos, documentation, and education

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## Career Achievements

**PRODUCT BUILDER & TECHNICAL MARKETING LEAD** | 11/2025 - Current

### Renaros

Building an AI-powered SaaS platform for freelancers and small business owners.

- Own product positioning, messaging, and early GTM while actively building the platform.
- Designed multi-tenant architecture, role-based access, and scalable backend systems.
- Built frontend using React, Next.js, TypeScript, and TailwindCSS.
- Integrated AI features and defined how technical capabilities map to user value.
- Implemented analytics, event tracking, and feedback loops to inform the roadmap and messaging.
- Iterated product and positioning based on real-world usage and customer behavior.

**PROJECT LEAD & PRODUCT STRATEGY** | 11/2025 - Current

### ReunitePath

Disaster-response platform connecting families during natural disasters.

- Defined product scope, users, and emotional context for a high-stakes use case.
- Led product decisions, balancing speed, ethics, usability, and reliability.
- Shipped end-to-end platform using React, TypeScript, TailwindCSS, and Supabase.
- Demonstrated ability to ship purpose-driven technology under time pressure.

**CONTENT CREATOR & PRODUCT EDUCATOR** | 06/2023 - Current

### Zeilhan Systems YouTube Channel

- Produce educational content on product, marketing, UX, and web development.

- Grew the channel to over 1,000 subscribers and generated more than 500 organic email leads.
- Created tutorials, demos, and templates used by viewers to launch real businesses.
- Developed strong skills in product storytelling, positioning, and audience-led growth.

**FOUNDER & CEO** | 12/2015 - Current

#### **Zeilhan Systems Limited**

- Built and marketed revenue-generating websites and digital platforms for SMEs and enterprise clients.
- Led positioning, messaging, SEO, CRO, email, and paid acquisition strategies.
- Advised founders on product strategy, go-to-market, and growth systems.
- Generated approximately 2.5B JMD in client revenue across engagements.
- Worked with enterprise clients, including Scotiabank and Tropical Metal Products.

**DIGITAL PRODUCT & GTM LEAD** | 01/2023 - 03/2025

#### **Tropical Metal Products - Kingston, Kingston**

- Led GTM strategy and full digital transformation for a large manufacturing company.
- Rebuilt website, messaging, SEO, lead capture, and conversion flows.
- Generated 2,000+ qualified inbound leads and contributed 2.5B JMD in revenue over 27 months.
- Achieved top rankings for high-intent commercial keywords.
- Partnered with sales and operations to align digital demand with inventory and fulfillment.

**PRODUCT BUILDER & SYSTEMS DESIGNER** | 07/2020 - 12/2021

#### **Scotiabank Jamaica - Downtown Kingston, Kingston**

- Designed and launched an internal digital platform for staff furniture sales during COVID.
- Defined product workflow, internal GTM, and operational processes.
- Iterated product from the auction model to a high-velocity sale system.
- Delivered a seamless experience with zero reported user issues.

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## Education

**Scrimba - Oslo, Norway | AI/ML Full Stack Engineering Coursework**

Software Engineering, 10/2025

- **Full Stack Engineering:** End-to-end web apps; frontend-backend integration; React, TypeScript, Node.js, Express, Supabase
- **Frontend Engineering:** Responsive, accessible UIs with component-based architecture; React state and performance
- **AI/ML course:** Applied AI to real-world products; integrated existing models into usable features

**London App Brewery By Dr. Angela Yu - London, United Kingdom | Python programming course**

Python Engineer, 07/2025

- Python fundamentals, problem solving, small projects for backend and automation

**Digital Marketing – Coursenvy - Los Angeles, USA | Digital Marketing Course**

Digital Marketing, 02/2019

- PPC, email, SEO, analytics, positioning, and performance-driven campaigns

**Marketing Strategy & Brand Thinking (Independent S - Self-taught)**

Marketing & Entrepreneurship

- Study of Seth Godin, David Ogilvy, Russell Brunson, Alex Hormozi; applied to GTM, funnels, positioning, and launch strategy

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## Websites & Social Links

- <https://www.jabezroberts.com>

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