**PRODUCT MARKETING MANAGER**

Product Marketing Manager offers expertise in developing corporate and marketing strategies while conducting business with both national and international entities.
Accomplished and well-known campaign leader and initiator of collaborative ventures, with excellent organizational skills gained through working in the product marketing field for more than 8 years.

**Key Strengths:**

* Cross-functional team management experience.
* Heavy background in identifying market segments, potential markets trends and niches.
* Bilingual.

**Objective** – Looking to secure a position in the field of product marketing management at a reputed company wherein I can add value, and grow my professional career.

Professional Experience

Monk                            Santa Clara Valley, CA                        2006 – Present
**Senior Product Marketing Manager**
Directed and supervised all activities related to ABC product management including: promotions, product documentations, launching, packaging and product campaign/advertising.

* Developed, directed and measured the execution of strategic annual/long-term marketing plans in order to meet and exceed sales and revenue commitments/goals.
* Led corporate staff to meet sales, training and business presentation targets and to maintain good interpersonal relations with customers and fellow colleagues.
* Constructed work plans, established marketing strategy and conducted forecasts, budget management and control – all within set deadlines.

Microsystems                                Sunnyvale, CA                            2003 – 2006
**Product Marketing Manager**
Oversaw commercial contracts with outlets and chains, and established and built long-term relationships with them.

* Efficiently managed media distribution (TV, press), lead generation, advertising campaigns, sales promotion campaigns, publisher relations and collaborative ventures.
* Worked closely with marketing vendors and designers; directed negotiations on advertising prices and campaign budgets.

**Key Achievements:**

* Launched the [Product] brand and transformed it into a market leader in [Location].
* Took an average product and turned it into one that grossed over ($X) in two years.
* Implemented a marketing campaign that increased the profits from a single product by (X%).

Core Skills & Competencies

* Motivated to listen, observe and learn.
* Laser-focused attention to detail.
* Excellent organizational skills.
* Extraordinary written and communication skills.

Education & Qualifications

* MBA – Majoring in marketing.
* B.A. in Business Administration.