

# First and Last Name

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♦ XYZ City, State ♦ Mobile: xxx-xxx-xxxx

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## SENIOR LEVEL PRODUCT MARKETING MANAGER

Dynamic marketing executive with comprehensive experience and knowledge of new product development and launch initiatives. Entrepreneurial spirit, unrelenting determination to achieve a profitable bottom line and measurable results. Equally as successful in consultative and employee roles driving corporate visibility and brand recognition in competitive and challenging markets nationally and globally. Key competencies include:

- **Product R&D and Launch**
- **Market Research**
- **Internet Marketing**
- **Sales Forecasting**
- **Data Analysis & Reporting**
- **Market Trend Analysis**
- **Alliance Relations and Contracts**
- **Product Positioning and Marketing**
- **Budget Management**
- **Inventory Management**
- **Process Improvement**
- **Cost Reduction**
- **Software Project Management**
- **International Project Direction**
- **PR and Media Relations**
- **Advertising and Promotions**

## PROFESSIONAL EXPERIENCE

Company Name – XYZ City, State (2006 – Present)

### Independent Marketing Consultant

Recruited to position of contractor, with increasing responsibility from interim project roles and leading to product line responsibility.

### XYZ Project (2010-Present)

Accountable for \$100+ million product lines. Requested by Manager to lead new product initiative.

- Credited with rapidly and successfully launching new Product line in stringent timeframe.
- Partnered with design and creative firms to develop product designs and names for consumer testing.
- New product generated more than half a million dollars in incremental sales in Q4 2010 alone and surpassed FY 2011 sales goal by 33%.
- Achieved exclusive nomination by Vice President to represent company in national office products new product award competition.
- Received patent for original product design.
- Within three months, launched and managed more than 100 new SKUs.
- Key player in cross functional team that identified half a million dollars in cost savings for improved product.

### ABC Project (2009)

Accountable for expediting launch product launch in the international market.

- Orchestrated communication between the US launch team and colleagues in Europe, Australia, Latin America, and Canada.
- Pivotal in localizing and coordinating packaging approval process.

### 123 Project (2008)

Collaborated with software team to develop and launch new software program.

- Managed beta test with outside research firm and collaborated with Software Engineer accountable for managing software development firm.

- Conceived marketing plan and directed advertising and PR activities achieving 25,000 downloads within first month. Significantly exceeded expectations.

### **Consultant projects continued:**

#### **XYZ Project (2007)**

Managed alliance relationship between two product vendors.

- Primary contact with legal counsel to complete challenging contract negotiations.
- Directed software team in launch of co-branded website and co-marketing activities.

#### **New Business Development Project (2006)**

Selected to perform competitive analysis, trends, and provide recommendations and business strategies.

- Spearheaded business and marketing plan for new online venture leading to on-going pursuit of partnership opportunities.

Company Name - XYZ City, State (1998 – 2005)

#### **Product Manager, Interactive Marketing consumer website (2003 – 2005)**

#### **Product Manager, Personal Creations (1999 - 2003)**

#### **Associate Product Manager, Dividers (1998 -1999)**

Promoted for demonstrated strength in product knowledge, leadership, and marketing expertise. Profitably managed \$3 million marketing budget, including development, allocation, spend management, and applicable change recommendations. Analyzed sales and industry trends.

- Developed content for xyz.com website focused on increasing brand loyalty and sales through promotions and product use concepts. Responsible for leading IT personnel and graphic artists in development and content management of xyz.com consumer website.
- Directed cross-functional teams to launch new products on schedule within accelerated timeframes. Launched new products, line extensions and numerous product improvements.
- Created and implemented unique marketing plans for product line.
- Integral in development of national print advertising campaign aimed at driving brand awareness. Collaborated with ad agency on messaging research, concept development, production, and media placement.
- Instrumental in market research efforts, including Usage & Attitudes, new products, and ad concept testing.

THE XYZ CENTER OF XYZ COUNTY - City, State (1994 –1996)

#### **Marketing & Communications Coordinator**

Marketed education division, community programs and membership organizations of nation's (#) largest xyz center – home to XYZ Theater, XYZ Pavilion and XYZ Hall.

- PR efforts resulted in a 56% increase in press coverage between 1995-96; features appeared in XYZ Newspaper, Business Week, local TV and radio.
- Wrote monthly articles for XYZ Magazine (circ. – 665,000) and donor newsletter to increase awareness of and participation in fund-raising opportunities.
- Created marketing materials for \$10 MM fund-raising campaign, including annual reports and mailings.

## **EDUCATION**

#### **XYZ School, MBA, Marketing Concentration**

XYZ School, City ,State, **Bachelor's Degree, Political Science / Business Administration** - Honors: Magna Cum Laude