

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

Effective product marketing manager with four years of experience. Achieved an increase of 23% in quarterly sales over the last three product campaigns. Seeking to leverage my skills and experience to promote products for sustainable brands.

Experience

Marketing Manager – REI / Location

MONTH 2021 - Present

- Utilize analytics to optimize the product development process and achieve an average time to market of seven weeks.
- Improve product design and introduces new features based on a mix of surveys, group interviews, and search data.
- Oversee an average of three product launch campaigns a month and consistently exceeds sales goals by at least 15%.
- Manage REI's personalized marketing campaigns on social media by segmenting the target audience, identifying customers' interests, and identifying content creation opportunities based on the latest trends.

Marketing Analyst – Uniqlo / Location

MONTH 2019 – MONTH 2021

- Led a team of four marketing analysts in charge of identifying the best deals and price points to promote on the brand's homepage. Achieved an average click-through rate of 34%.
- Implemented A/B testing strategies to optimize branded emails, newsletters, and other forms of email communication. Increased the average open rate by 18%.
- Participated in a multidisciplinary team tasked with developing guidelines for the brand's new influencer marketing program and identified potential candidates for this program.
- Planned an average of three in-person events a year to connect with customers and launch new products.

Project Experience

- Led an end-to-end marketing campaign for the launch of a new software product, driving a 30% increase in customer acquisition within the first quarter.
- Managed a market expansion initiative to introduce our product into the European market, resulting in a 40% increase in international sales.

Education

B.A. in Communication - Michigan State University

MONTH 2016

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Creativity
- Strategic thinking
- Web design
- Google Analytics
- Mailchimp

Licenses & Accreditations

Licenses & Accreditations

- Data Analytics Certificate from Google