ROBERT SMITH

Sr. Product Marketing Manager

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SUMMARY

A highly strategic, PMP-certified leader skilled in product, marketing, and program management. Extensive team management background with broad experience tackling and shipping complex products, developing and administering large budgets, and leading creative teams to deliver innovative products on time and on budget. Very skilled communicator and writer with extensive marketing and business plan development experience.

SKILLS

Visio, Microsoft Office, Dreamweaver, Fireworks, Eloqua, Salesforce.Com.

WORK EXPERIENCE

Sr. Product Marketing Manager

Thomson Reuters - July 2013 – 2019

- Held a comprehensive role with responsibilities ranging from; marketing strategy formulation, planning, lead generation, public relations, media relations, crisis communications, stakeholder development, new product launches and budgeting.
- Worked to build strong marketing messaging for sales teams to utilize in order to market products.
- Create campaigns that engage and nurture the target audience to build a connection with our organization and product offerings.
- Responsible for internal and external communication with clients by method of; social media, white paper materials, business meetings, webinars, regional events and more.
- Demonstrated ability to launch and grow business opportunities, translating customer insights and market research into impactful business strategies and plans, resulting in new business direction and product offerings.
- Create and nurture working relationships with sales and business contacts throughout various industry sectors Responsible for internal and external newsletter creation as well as additional thought leadership materials to promote to potential clients.
- Work with management to ensure the best methods for business strategy to create growth.

Product Marketing Manager

ABC Corporation - 2008 – 2013

- Hired to design, execute, and measure effectiveness of go-to-market strategies for benchmarking, advisory, and transformation services that targeted C-level executives of Global 2000 corporations.
- Developed direct response and brand awareness campaigns.
- Conducted competitive/market analysis, defined target markets, and articulated differentiators and value propositions for key brand elements.
- Appointed to assume marketing strategy responsibility for all core practices seven months after hire, expanding responsibilities from only two functional practices.

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- Generated awareness and interest for new global services offering among CEOs and CFOs by teaming with Marketing Communications group to design innovative direct mail piece.
- Success led to sale of Hackett Services.
- Created forum for Practice Leaders to share best practices with company leaders worldwide by facilitating and promoting webcasts..

SCHOLASTICS

- Strategic Public Relations - 2011(The George Washington University - Washington, DC)

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