

ROBERT SMITH

Product Marketing Manager III

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Highly motivated, results oriented executive with 30 years business experience helping companies address their greatest enterprise application challenges with a primary focus on streamlining business processes through application software to improve business performance and maximize revenue.

1990 - 1994

PRODUCT MARKETING MANAGER III - ABC CORPORATION

- Responsible for the design of release 10 of the Oracle Order Entry Application.
- Customer visits to gather requirements, documentation of the requirements, and incorporation of the requirements into the product designs.
- Responsible for the review and disposition of reported bugs and enhancement requests for the product.
- Responsible for all testing of the product including creation, execution, and documentation of alpha test scenarios, coordination with customers to create, execute and document beta test scenarios, and support customer with controlled product releases.
- Responsible for all documentation that accompanied the release of the Oracle Order Entry product including application help text, application functional and technical manuals, and installation guides.
- Responsible for the preparation and delivery of all consultant and partner training.
- Responsible to represent the product, understand the needed changes, coordinate the changes with the development manager, test and document the changes.

1988 - 1990

PRODUCT MARKETING MANAGER - ABC CORPORATION

- Planned and executed go-to-market campaigns for new product offerings, product launches and webinars, owning all ad channels, budget allocation and coordinating efforts with Engineering, Product and Sales.
- Led the implementation of analytics and tracking technologies for the companys multiple domains, leveraging usage insights and behavioral data to drive decisions on both messaging and product design.
- Transformed customer requirements and usage metrics into product concepts and features, creating wireframes and sketches for dashboards, e-shopping and online community pages.
- Conceptualized a monetization system and a broader sign-up process for a new product, allowing for 6x more sign-ups and an increase in qualified leads.
- Achieved a 5x increase in organic traffic by developing an SEO strategy and

managing its implementation, fixing major issues in pages structure, response time and crawler rendering.

- Created/collaborated on several collateral assets such as videos, web pages, webinar presentations, blog posts and case studies.
- Executed and A/B tested several campaigns through various mediums, from ads on social media and search engines to e-mail blasts, tracking KPIs and users activities in order to better adjust messaging..

EDUCATION



SKILLS

Nielsen, SAP, PowerPoint, Excel, Google Adwords, Adobe, salesforce.com.