Senior Product Marketing Specialist

ROBERT SMITH

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Objective

Innovative Senior Product Marketing Specialist who has gained insight and experience through almost 10 years of dedicated and committed work, with a current goal to bridge my extensive retail background with a career in the corporate arena, with a focus on business information systems and/or compliance measures.

Skills

Sales, Marketing, Customer Communications, Promotions, Print Production, Photoshoots, Merchandising, Building Materials, Manufacturing, Banking And Financial Services

Work Experience

Senior Product Marketing Specialist

Topcon Positioning Systems, Inc - June 2003 – May 2014

- Assisted with the technical product marketing of several key TPS solutions.
- Provided with strategic marketing input and direction for key pieces of the Topcon product line, and played an active role in helping to develop marketing, promotional and sales support materials to achieve planned business objectives and growth.
- Supported and assisted other product marketing department.
- Specific tasks included powerpoint presentation creation/editing, computer graphics creation/editing, excel spreadsheets and reports, technical writing, editing and review, and support for all product content that is used for websites, collateral, presentations, competitive positioning, sales training programs and education.
- Reconciled company products and prepare technical catalog and brochures for marketing.
- Built brand awareness and positioning; coordinated with customers in Asian markets.
- Designed, conceived, and implemented marketing programs to meet lead generation objectives.

Marketing Specialist

ABC Corp - May 2000 – May 2002

- Developed and executed the inbound marketing, demand generation, lead management and automated digital marketing programs.
- Searched for opportunities utilizing subscribed resources, internet search engines, and internal customer databases.
- Built reports and dashboards to provide visibility in marketing campaign results and measure campaign effectiveness.
- Continually researched and identified new lead generation resources and updates to refine existing resources’ search engines.
- Coordinated the lead generation strategies with our outside sales representatives.
- Optimized email marketing campaigns and social media programs (including but not limited to Facebook, LinkedIn, and Twitter).
- Performed lead generation follow-ups via email and telephone to qualify leads prior to submitting to outside sales and increase quote activity.

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Education

Bachelor Of Science in Graphic Design - May 2002(California State University Sacramento)

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