

# **OLIVIA SMITH**

### **Product Marketing Specialist**

### 🔼 PROFESSIONAL SUMMARY

Results-driven Product Marketing Specialist with over 5 years of experience in developing and executing marketing strategies that drive product adoption and revenue growth. Proven track record in market research, competitive analysis, and cross-functional collaboration. Adept at crafting compelling messaging and positioning to resonate with target audiences and enhance brand visibility.



#### WORK EXPERIENCE

#### **Product Marketing Specialist**

## Feb / 2022-Ongoing

#### Maple Leaf Consulting

Toronto, ON

- 1. Defined and prioritized software release strategies for products connecting applications to automation devices, enhancing user experience.
- 2. Successfully led six product launches that significantly impacted the controls and visualization business segment.
- 3. Managed three agile teams across multiple locations, ensuring timely delivery of projects and adherence to quality standards.
- 4. Acted as a liaison between software and hardware teams, facilitating effective communication and project alignment.
- 5. Established a comprehensive process for integrating new hardware support into connectivity software, improving efficiency.
- 6. Conducted competitive analysis on leading companies, identifying key features that informed product development and positioning.
- 7. Analyzed software tools and outlined a strategic vision for product extensions over the next three years.

#### **Product Marketing Specialist I**

## Feb / 2020-Feb / 2022

#### Silver Lake Enterprises

**耳** Seattle, WA

- 1. Collaborated with product management to develop business plans for the activation platform aligned with market demands.
- 2. Delivered a successful migration strategy from legacy to electronic activation, improving user experience and efficiency.
- 3. Created educational content, including seven activation quick start videos, enhancing user onboarding and support.
- 4. Launched a user-friendly "plug & play" device, simplifying software activation for OEMs and customers.
- 5. Led IT projects that improved customer-facing websites, streamlining interactions with backend systems.
- 6. Implemented a common DLL adoption strategy, isolating activation processes to enhance engineering efficiency.



#### EDUCATION

#### Bachelor of Science in Marketing

## Feb / 2018-Feb / 2020

University of California, Berkeley

**耳** Denver, CO

Focused on marketing strategy and consumer behavior, with handson projects in product marketing.

- (123) 456 7899
- Los Angeles
- www.qwikresume.com



#### **SKILLS**

Market Research Tools

Data Analysis

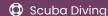
Presentation Development

Product Lifecycle Management

Market Research

**Email Marketing** 

### INTERESTS



E-sports

🗪 Reading Fiction ខ Puzzle Solving

## STRENGTHS

Stewardship

Teamwork

**%** Tenacity

Vision

### LANGUAGES







English

Arabic

Polish

## ACHIEVEMENTS



Enhanced brand visibility by implementing data-driven marketing campaigns that resulted in a 25% increase in customer engagement.





Powered by Qwikresume