ROBERT SMITH

National Product Specialist

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SUMMARY

National Product Specialist with progressive experience within the sales/marketing industry and the skills to drive business growth, capitalize on new revenue potential, and manage all aspects of daily business operations. Expertise in sales and closing of sales techniques, pricing strategies, client relations and needs assessment, marketing, financial management, purchasing, administration, and staff training, supervision, motivation and mentoring. Proactive leader with refined business acumen and exemplary people skills.

CORE COMPETENCIES

Research, Customer Service, Marketing, Advertising, Account Management, Public Relations, Project Management

PROFESSIONAL EXPERIENCE

National Product Specialist

ABC Corporation - April 2014 – November 2014

Key Deliverables:

- Created content to drive solution awareness including product collateral, whitepapers, web, video, and social content.
- Worked collaboratively with Industry Marketing to ensure solution area messaging is representative of relevant industry dynamics.
- Analyzed sales and marketing data, and P&L statements by product line and customer.
- Supported product lines globally with the Product Manager and tracks/forecasts business activity.
- Trained Customer Service and Field Sales Personnel on the responsible product lines ranging from the product itself, applications, and use through local area visits, Webinars and any other tools or resources that are available.
- Generated technical notes periodically to update the field on new product developments within the product groups to support design-ins. Tracked those design-ins and design wins.
- Supported the MGE programs and also the ‘backroom support’ system globally.

Technical Support/Product Specialist

ABC Corporation - September 2011 – October 2012

Key Deliverables:

- Translated customer input, market needs, and technology trends to create winning product strategies.

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- Communicated product plans, benefits, and results to internal and external audiences, making technical concepts easy to understand.
- Supported the marketing organization in the creation and execution of sound strategies based upon solid market and customer analyses.
- Worked with a cross-functional team to commercialize product offers needed to achieve growth forecasts.
- Worked closely with customers to understand and document their personas, needs, and value drivers.
- Identified opportunities to expand solutions via partnerships and develop and manage those partnerships.
- This is Dummy Description data, Replace with job description relevant to your current role.

EDUCATION

Masters in Business Management Consistent - 2013(Everest University)Management - September 1997(Ulster County Community College - Town Of Ulster, NY)

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