Senior Product Marketing Manager

ROBERT SMITH

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Objective

Highly qualified Senior Product Marketing Manager with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects.

Skills

Responsibility, Process Engineering, Marketing.

Work Experience

Senior Product Marketing Manager

ABC Corporation - August 2012 – May 2014

- Client Sponsor for U-verse High-Speed Internet Product Launch.
- Created separate projects to manage two distinct targets. Client Sponsor for U-verse Power 45M Product Launch.
- Steered project direction and achieved consensus for a product launch to meet Corporate Objectives.
- Forecast shift of resources for the Customer Experience Improvement Initiative.
- Developed a model to accurately predict the shift of installs to Full Tech Installs.
- Developed an internal promotional video for Product Launch.
- Designed to energize employees and tout the new/upcoming speed tiers.

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ABC Corporation - 2011 – 2012

- Enabled Adobe cloud services offerings into partner ecosystem driving individual customer deals of $80k - $200k through Adobes top WW selling partners.
- Launched Adobe document cloud subscriptions into partner-led buying programs resulting in incremental unit growth and ARR for the business.
- Identified and analyzed sales trends in enterprise, channel, online and retail resulting in new promotions and incentives to drive revenue and ARPU.
- Lead the execution of reseller channel programs and promotions resulting in 134% in incremental results over target during a difficult product transition.
- Implemented a document cloud partner loaner program resulting in five of Adobes top WW partners rolling out the solution in production in three months.
- Created and delivered channel marketing assets, sales tools, and training for product launches to 100% of top partners with strong kudos received for presenter clarity and knowledge..
- This is Dummy Description data, Replace with job description relevant to your current role.

Education

MBA in Marketing - (Roosevelt University - Schaumburg, IL)

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