

YOURNAME

Example Record: Product Marketing Manager

Email:
YOU@gmail.com

Phone:
+YOURNUMBER

LinkedIn:
linkedin.com/in/YOU

Website & profile:
YOURWEBSITE

Location:
YOURCITY

Summary

Dynamic and results-driven Product Marketing Manager with over 7 years of experience in B2B SaaS environments. Proven expertise in developing go-to-market strategies, driving product adoption, and enhancing customer engagement through strategic positioning and messaging. Adept at collaborating with cross-functional teams, analyzing market data, and executing high-impact product launches. Passionate about transforming technical products into compelling business solutions.

Key Achievements

- **Led the go-to-market strategy:** for a flagship product, achieving a 40% increase in customer acquisition and a 25% boost in revenue within the first 6 months post-launch.
- **Developed customer personas and conducted competitive analysis:** that resulted in a redefined product positioning, driving a 30% increase in sales conversion.
- **Executed a comprehensive webinar series:** attracting over 10,000 unique participants and significantly elevating brand visibility
- **Spearheaded a product messaging initiative:** that increased marketing-qualified leads (MQLs) by 35%.
- **Managed cross-functional teams:** to align product development with market needs, reducing time-to-market by 20%
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Skills

- **Collaboration & Leadership:** Go-to-Market Strategy, Product Positioning & Messaging, Demand Generation, Market Research & Competitive Analysis, Product Launch Planning
- **Content & Communications:** Customer Persona Development, Lead Generation & Conversion Optimization, Campaign Performance Analysis

Experience

Product Marketing Manager

XYZ Tech Solutions | New York, NY

June 2020 – Present

- Developed and executed go-to-market plans for new product launches, ensuring alignment with business objectives and customer needs.
- Collaborated closely with Sales, Product, and Customer Success teams to drive customer adoption and retention.
- Created product messaging and value propositions tailored to different buyer personas, improving sales team performance and customer satisfaction.
- Analyzed customer feedback and market data to inform product enhancements and optimize marketing efforts.

MARKETING MANAGER

ABC Innovations | New York, NY

January 2016 – May 2020

- Managed end-to-end marketing campaigns, including content creation, email marketing, and social media strategy, resulting in a 20% increase in web traffic.
- Conducted customer interviews and surveys to develop accurate personas, which helped refine product features and marketing tactics.
- Worked with product managers to align feature releases with customer needs, increasing engagement and reducing churn.
- Organized product webinars and industry events, establishing the company as a thought leader in its field.

Education

Master of Arts in ???
University of ???

Bachelor of Arts in ???
The University of ???

Languages

- YOURLANGUAGE (Native)
- YOURLANGUAGE (Fluent)