

Karley Jacobson

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EXPERIENCE

SENIOR PRODUCT MARKETING MANAGER

Houston, TX

12/2016 – present

- Managing the Sales and Operations Planning for individual accounts including product forecasting, pricing, and logistics
- Training decks/Webcasts
- Partnering with finance and product management to effectively price and package solutions at optimal price points
- Developing frameworks for internal service and support readiness prior to external product launch, expansion and sunset
- Willing to travel 20% of the time
- Managing the sell-in of our device value prop to OEMs & retailers
- Analyzing potential partner relationships for your products

ASSOCIATE PRODUCT MARKETING MANAGER

Phoenix, AZ

10/2013 – 09/2016

- Work closely with game development studios to ensure goals and priorities are aligned
- Assist in the budget process including PO generation, vendor set-up and invoice management
- Work with Home Care & SDA product lines to develop annual marketing plans for the Aftermarket
- Develop and execute marketing strategies to take new products to market (positioning, audience sizing, promotions, messaging, etc.)
- Drive new product development and manage day-to-day business by building consensus throughout the organization
- Co-develop and execute new products for direct to consumer sales
- Analyze key competitors within category and product family and make adjustments to sku's in genuine and generic brands based on findings

FIELD MARKETING MARKETING MANAGER

Los Angeles, CA

08/2010 – 08/2013

- Manage community discussion boards to make sure peer-to-peer Advocate engagement is high
- Work with cross-functional partners to establish and maintain website integrations and troubleshoot problems
- Develop and execute strategic plans to build effective pipeline of new Advocates into the community
- Develop a proactive strategic plan with detailed efforts around Advocate acquisition utilizing an integrated, multi-channel approach
- Developing Advocate activities in support of major business initiatives and objectives
- Responsible for day-to-day management of the Advocacy community which includes responding to Customer Advocates inquiries and discussion board comments
- Develop strategic plan to re-engage inactive members and increase retention

EDUCATION

ILLINOIS STATE UNIVERSITY

Bachelor's Degree in Marketing

SKILLS

- 10 years in total professional experience with strong track record of exceeding revenue growth expectations
- Strong knowledge of SQL and CRM systems
- Strong knowledge of ESPs, HTML, Google Analytics, Excel and statistical packages
- Strong technical skills as it relates to email database deployment, creating segments within an email tool environment, and reporting on campaigns
- Exceptional eye for detail
- Strong organizational skills
- 3+ years experience in a heavy data driven CRM focused role with a heavy focus on retention programs, email programs, and web projects
- Worked with industry leading tools with respect to heavy subscriber segmentation
- Interest in fashion
- Self-starter and team player