

# John Sarkis

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162 Decker Ave, Staten Island, NY

(917) 846 9875

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## **PROFESSIONAL PROFILE:**

Product Manager with a background spanning marketing, sales, and business operations. Driven by a passion for tackling business challenges with creative solutions, and nurturing products from ideation through launch and beyond.

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## **WORK EXPERIENCE:**

### **Advanced Technologies & Services, Inc.**

Oct, 2020 - Present

Product Manager, *Jan 2022-Present*

Wyckoff, NJ

- Lead core strategies, roadmaps, marketing efforts, logistics, and account management to steer product success from development through ongoing improvement.
  - Manage post-launch development of an IoT product, resulting in the sale of over 1000 units within 2 years.
  - Cultivated user relationships achieving a 96% client retention rate after 2 years by leveraging insights from regular meetings, presentations, and surveys to drive feature development and foster repeat business.
- Spearheaded the successful launch of a SaaS B2B product, contributing to 34% of the company's annual revenue after 1 year. Collaborated closely with the C-Suite and development team to productize analytics services to launch a platform using Go-To-Market strategy, gathering user stories to prioritize features and adjust strategic roadmaps.
- Directed product marketing strategies resulting in 29 new clients in two years after product launch. Assess trends through market research to prioritize marketing efforts, effectively driving product growth and revenue optimization.
- Developed and upkeep an automated data analysis system using Python and MySQL to translate findings from user data into quarterly reports, complete with visualizations tailored for non-technical stakeholders within client organizations.

Sales & Marketing Specialist, *Oct 2020-December 2021*

- Orchestrated a digital marketing strategy that resulted in 11 sales by blending outbound email and phone marketing with an inbound campaign leveraging Web Design, SEO, and Google Adwords to increase website traffic by 135%.
- Hosted and curated 2 webinars which resulted in 3 direct sales. This involved crafting and presenting engaging content and effectively marketing the events which resulted in substantial lead generation.
- Authored numerous articles and in-depth technical whitepapers to generate leads and increase brand awareness. These pieces were strategically distributed, including publication on industry-leading news websites.

### **WorldWork**

June 2019 – August 2019

Business Development Internship

London, UK

- Collaborated in cross-functional meetings with UI Designers and Stakeholders to prototype and integrate new features for the company website using WordPress, leading to a significantly enhanced online presence.
  - Enhanced company data management of customer information using Microsoft Excel Formulas, resulting in optimized querying efficiency and data accessibility.
  - Crafted and designed on-brand business graphics, optimizing their use on the website and business cards utilizing software such as Adobe Illustrator and Canva software to elevate brand aesthetics and awareness.
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## **EDUCATION:**

State University of New York at Oswego

August 2016 - July 2020

- BA in Information Science (ISC) and Minor in Business Administration  
*Deans List - Investment Club - Computer Science Club*
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## **SKILLS**

- Python, MySQL, html, CSS, WordPress, Web Design, Technical Writing, Agile, Google Adwords, Hubspot CRM, Amazon Web Services (AWS), MS Office, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, G-Suite