

Casper Richard R., MBA

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PROFESSIONAL SUMMARY

Telecom Product Marketing Manager translating user insights & market trends into user-centric products. Led SaaS product with compelling messaging & pricing strategies. Expertise in cross-functional collaboration for successful product launches & user adoption.

WORK EXPERIENCE

AD ANALYTICA | Toronto, ON

We empower businesses to thrive in the digital age through seamless SaaS & eCommerce implementations.

Product Delivery Manager

Dec 2023 - Present

- Leveraged 380,000 user data & market trend analysis to prioritize features maximizing user value, shaping the product roadmap that informed pricing, and positioning.
- Created targeted messaging based on client interviews, highlighting key product benefits to increase average deal size by 9%.
- Developed & delivered training programs, boosting user adoption of the new SaaS platform by 15%.
- Streamlined onboarding process, reducing client setup time by 20% for improved customer experience.

AXIATA GROUP BERHAD (ROBI) | Dhaka, BD

ROBI, Axiata Group Berhad's, subsidiary telecom company, serves 56.4 million subscribers and generates over \$117 million in annual revenue.

Product Marketing Manager

Feb 2020 - Dec 2023

- Achieved Digicure (24/7 diabetes patient service) adoption by 25% through GTM strategies leveraging market research, customer segmentation (identified type 1 and 2 customer segments), and targeted marketing activities.
- Influenced product roadmap (10% feature gap) through competitor analysis, partnering with product teams for a future-focused direction.
- Developed effective customer positioning for Salesforce Automation Platform, resulting in a 17% increase in qualified leads through in-depth customer research and crafting compelling messaging that resonated with target audiences.
- Increased brand awareness by 20% through targeted email marketing & sales activities and A/B testing of messaging that yielded a 12% conversion rate improvement.

Marketing Project Manager

Oct 2017- Jan 2020

- Optimized marketing strategies based on data analysis, leading to a 15% reduction in cost-per-acquisition (CPA).
- Improved customer experience and retention for high-value segment by 10% through championing customer success via collaboration with cross-functional teams.
- Enhanced brand image and market differentiation by playing a pivotal role in crafting a strong value proposition, leading to a 3% market share gain in the competitive digital payments space.
- Ensured clear communication and alignment across teams by deploying centralized documentation (using Confluence) across all levels resulting in improved team meeting efficiency by 20%.

Loyalty Marketing Manager

Jan 2015- Sep 2017

- Improved customer satisfaction and customer loyalty by demonstrating a customer-centric approach, prioritizing understanding, and serving 5.4Mn loyal customer base, resulting in a 2-point increase in Net Promoter Score (NPS).
- Delivered reward point redemption growth and influenced early purchase behavior by utilizing next-best-offer (NBO) approach and data analysis to achieve ambitious 30% revenue growth.
- Developed targeted loyalty strategies for high-risk customer segments, resulting in a 15% increase in customer retention rates and improved program ROI.
- Designed and launched a gamified loyalty program, utilizing A/B testing to optimize reward structures and communication channels, driving an 18% increase in program participation and a 7% improvement in conversion rates.

NOTABLE PROJECTS

- **Patient Management System (PMS):** Successfully launched a next-generation Patient Management System (PMS) that improved healthcare delivery by 12%. This new PMS streamlined patient intake procedures, reduced wait times, and enhanced communication between patients and healthcare providers.
- **Digicure (24/7 Diabetes Patient Service Management):** Campaigned to launch Digicure platform specifically designed for Type 1 and Type 2 diabetes patients. This platform empowers patients with personalized health data insights, educational resources, and direct access to healthcare professionals, leading to a 20% increase in patient self-management engagement and doubled revenue within the first quarter.
- **Salesforce Automation Platform:** Streamlined internal processes by spearheading the development and launch of a custom Salesforce automation platform. This resulted in a 30% reduction in data entry errors and a 15% increase in team productivity, freeing up valuable time for our sales force to focus on closing deals.
- **10-Minute School re-branding (eLearning Platform):** Spearheaded the development and launch of the 10-Minute School, an innovative eLearning platform designed to cater to the educational needs of middle and high school students (grades 6-10) and skill development courses. Within 6 months, the platform boasted 25,000 active users, achieving this growth through targeted marketing campaigns and user engagement initiatives.

SKILLS

Product Marketing, Sales Enablement, Product Launch, Product Led Growth, Agile Methodologies Expertise, Cross-Functional Collaboration, Market Research & Analysis, User Experience (UX) Focus, Go-to-Market Strategy Development.

EDUCATION

YORK UNIVERSITY Toronto, ON <i>Post-secondary Product Management Program</i>	Mar 2024
NORTH SOUTH UNIVERSITY Dhaka, BD <i>Master of Business Administration, Major in Marketing</i>	Apr 2020

ADDITIONAL INFORMATION

- **Tools Proficiency:** HubSpot, Klaviyo, Jira, Confluence, Slack, Microsoft Office Suite, Visio, Survey Platforms, Tableau, Canva, Prezi.
- **Certification:** Google Digital Marketing & E-commerce, Certified Scrum Master (CSM®), Certified Scrum Product Owner (CSPO®), PRINCE2® Practitioner in Agile Project Management.