

RAHEEM RICHARDSON

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Resourceful Product Marketing Manager with 7+ years of experience. Collaborate across functional lines to set high-impact market strategies and hone client communications.

EDUCATION

BACHELOR'S DEGREE -
COMMUNICATIONS
University of Tennessee, Knoxville, TN

LANGUAGE

- Fluency in Spanish | Proficiency in Italian

KEY SKILLS

- Competitor & Market Analysis
- ◆ Consumer Analytics
- Content Writing & Editing
- ◆ Cross-Functional Collaboration
- ◆ Customer Needs Assessment
- ◆ Customer Satisfaction
- Digital & Social Media Marketing
- Integrated Marketing Communications
- Market Share Growth
- New Product Launch
- Pricing Strategy
- Process Redesign & Improvement
- Product Branding & Positioning
- Product Demand Forecasting
- Public Speaking & Presentations
- Sales Team Training & Support
- Strategic Brand Management
- Time & Resource Management

PROFESSIONAL EXPERIENCE

PRODUCT MARKETING MANAGER

23andMe, Nashville, TN
October 2017 to Present

- Coordinate marketing and promotions of various company products
- Write, edit, and distribute content to various communication platforms, including web, PR, advertising, social media, and sales support materials
- Review and offer product feedback to content writers, project managers, and other marketing staff
- Helped drive 2M+ new visits to company website in the past year, building a powerful new online market presence
- Streamlined marketing processes to achieve greater daily efficiency

PRODUCT MARKETING SPECIALIST

23andMe, Nashville, TN
September 2015 to October 2017

- ◆ Created sales and marketing materials for 5 product launches, laying groundwork for \$300K new yearly revenue
- Earned "Marketing Employee of the Month" twice for improvements to product marketing literature and sales tools