

Melissa Anderson

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Strategic Product Marketing
Manager with 5+ years of experience
at large corporations, Adapt readily
to new work challenges and industry
conditions. Equally effective in
leadership, training, or hands-on
role. Skilled at balancing priorities
and managing resources in a
fast-paced work environment.

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
- Product Branding & Positioning
- Product Demand Forecasting
- Public Speaking & Presentations
- ♦ Sales Team Training & Support
- ♦ Strategic Brand Management
- Time & Resource Management

Professional Experience

Product Marketing Manager

OBZ Corp., Miami, FL | October 2017 to Present

- ♦ Coordinate marketing and promotions of various company products
- ♦ Set pricing strategies for new state-of-the-art products and services
- ♦ Pinpoint, analyze, and translate market trends into high-potential new product ideas
- ♦ Trained 20+ member sales teams on overall product value and positioning
- ♦ Develop and present consumer demand forecasts to executive team
- ♦ Facilitated a period of 15% market share growth

Education

Bachelor's Degree - Advertising

University of Florida, Gainesville, FL