

Samir Qasemi

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PROFESSIONAL SUMMARY

Accomplished Digital Marketing Specialist with 20 years of progressive experience in Marketing. Demonstrated expertise in Product Marketing, Go-to-Market, Positioning with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Product Marketing	Go-to-Market	Positioning
Competitive Analysis	Launch Strategy	

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Consumer Brands Inc

2014 - Present | Perth, Australia

- Spearheaded marketing initiatives that delivered 26% improvement in operational efficiency
- Led cross-functional teams of 10 professionals across multiple high-impact projects
- Architected and implemented Product Marketing solutions resulting in \$404K annual cost savings
- Established best practices and mentored 8 team members, improving overall team productivity by 29%

Digital Marketing Specialist | Costco

2011 - 2014

- Developed and maintained go-to-market applications serving 32K+ users
- Collaborated with product and design teams to deliver 20 major feature releases
- Optimized system performance resulting in 60% reduction in response time

EDUCATION

Bachelor of Science in Psychology

University of Chicago | 1998

CERTIFICATIONS

- Salesforce Marketing Cloud