

Tanzim Milkey

Product Marketing Manager who wields data and creativity to lead development and drive results.

Summary

A product marketing professional with management, research, and analysis experience in technology and consumer goods. My career has included varied projects, such as creating multi-faceted social media campaigns, designing, launching, and managing new products, and promoting efficiency by changing business infrastructure.

Experience

Product Marketing Manager at MBI Inc.

July 2015 - Present (1 year 1 month)

I work in the jewelry division of The Danbury Mint, overseeing a variety of products throughout their life cycles. My responsibilities include managing vendors, executing media, mail, and digital efforts, coordinating customer relations, and product development and analysis.

Student Technology Consultant Manager at Williams College

October 2012 - May 2015 (2 years 8 months)

Handled a variety of computer issues that students, faculty, and staff experienced, including both online and offline security, software troubleshooting, fixing hardware, and addressing network issues.

Chemistry Stockroom Monitor at Williams College

September 2012 - May 2015 (2 years 9 months)

Distributed chemistry equipment to students and faculty; also prepared solutions and cleared out volatile substances post-lab.

Consultant at SmartBrief

September 2014 - January 2015 (5 months)

Collaborated with the CEO in order to devise effective solutions for the company, keep informed on the latest trends and innovations, and address social media and business best practices.

Product Team Intern at SmartBrief

June 2014 - August 2014 (3 months)

Worked on a variety of projects including product development, marketing design, company branding solutions, and competitor research.

Youth Development Counselor at Hillcrest Educational Centers

July 2013 - August 2013 (2 months)

Worked at both the Highpoint and Fernbrook campuses to provide care and aid for boys aged 13-20 who have had histories of violent criminal behavior and sexual trauma.

Business Development Associate at Teal Orbit - Palette Group

June 2012 - August 2012 (3 months)

Sought out and helped maintain the social media presence of various clients, ranging from a beer festival to a natural beauty products company; also worked on improving the brand presence of the start-up itself.

Inventory Manager at Valero Energy Corporation

June 2012 - August 2012 (3 months)

Chose the items the store would carry based on data analysis, assigned prices to stock, and ordered and distributed the inventory.

Manager at Horizon Effect

January 2011 - 2012 (1 year)

Managed the band's websites, booked shows, and took care of general logistics, maintenance, and production.

Video Editor at Simons Films

October 2011 - November 2011 (2 months)

Worked with Final Cut Pro in order to sort through soccer footage and collect highlights.

Canvasser at Democratic Party of Georgia

May 2011 - June 2011 (2 months)

Went door-to-door in order to collect contributions for the DPG and informed people of developments from within the party that the major news outlets did not have access to; also raised awareness of both local and national issues.

Technology Association of Georgia Intern at Verint

June 2010 - July 2010 (2 months)

Worked in the Project Management Office in order to organize and improve the company's customer database.

Senior Capstone Intern at Gwinnett Technical College

January 2010 - May 2010 (5 months)

Worked under the head of the horticulture department in order to learn basic laboratory skills as well as participate in a collegiate class experience.

Cashier at Yum! Restaurants International

June 2009 - July 2009 (2 months)

Handled the financial transactions of customers; prepared food items; took orders over the intercom; took orders at the front register.

Education

Williams College

Bachelor's Degree, Psychology (focus: Cognitive Science), Leadership Studies & International Studies, 2011 - 2015

Activities and Societies: QuestBridge, The SpringStreeters, South Asian Students Association

Smartly MBA Program

Master of Business Administration (M.B.A.), 2016 - 2016

Bosphorus University

Semester Abroad, 2013 - 2013

Activities and Societies: BUMK Rock Korusu, IES Istanbul, weloveistanbul

Gwinnett School of Mathematics, Science, and Technology

High School Diploma, Bioscience, 2007 - 2011

Activities and Societies: GSMST Chorus, National Honors Society, Stock Market Club, Yearbook Committee, Student Government Association, Peer Tutoring

Georgia State University

Information Technology, 2010 - 2010

Courses

High School Diploma, Bioscience

Gwinnett School of Mathematics, Science, and
Technology
Engineering
Economics

Information Technology

Georgia State University
Information Technology

Bachelor's Degree, Psychology (focus: Cognitive Science), Leadership Studies & International Studies

Williams College
Political Theory
Cognitive Psychology
Comparative Literature
Developmental Psychology
Sociology
Social Psychology
Leadership & Management
Neuroscience
Experimentation & Statistics

Skills & Expertise

Social Media

PowerPoint

Microsoft Office

Public Speaking

Time Management

Microsoft Word

Microsoft Excel

Social Networking

Microsoft Publisher

Community Outreach

Windows

Leadership

People Skills

Retail

Music

Teaching

Nonprofits

Creative Writing

Databases

Performing Arts

Inventory Management

Business

Management

First Aid

Event Planning

Critical Thinking

Technology

Diversity

Therapeutic Communication

Computers

Communication

Email

Presentations

Marketo

Photoshop Elements

Google Docs

Market Research

Internal Audit

Operating Budgets

Research

Data Analysis

SPSS

SQL
P&L Management
Project Management
ROI Management
A/B Testing
Google Drive
Agile Project Management
Editing

Languages

Bengali	(Native or bilingual proficiency)
English	(Native or bilingual proficiency)
Turkish	(Limited working proficiency)

Certifications

Finance: Time Value of Money
Smartly by Pedago, LLC

Accounting I: Fundamentals
Smartly by Pedago, LLC

Microeconomics I: Supply and Demand
Smartly by Pedago, LLC

Marketing Fundamentals
Smartly by Pedago, LLC

One-Variable Statistics
Smartly by Pedago, LLC

Two-Variable Statistics
Smartly by Pedago, LLC

Accounting II: Revenues and Expenses
Smartly by Pedago, LLC

Stocks and Bonds
Smartly by Pedago, LLC

Interests

Music, Technology, Books, Films, Cooking, Television.

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[Contact Tanzim on LinkedIn](#)