1. Successfully generated over [Number] industry write-ups and contributed articles to position product and brand as market leader.
2. Developed and executed go-to-market plans and facilitated internal organizational readiness.
3. Drove marketing initiatives to increase product visibility and market performance.
4. Developed strategy and managed market communications that drove product demand.
5. Communicated value and position to sales team and developed tools to support selling process.
6. Created product positioning and messaging to differentiate products in market and expand visibility.
7. Planned new product external launch and release while managing cross-functional implementation of plan.
8. Performed thorough market research and competitive analysis to understand and effectively communicate product value proposition.
9. Managed product development lifecycle from conception to release.
10. Penetrated new segments through use of strategic marketing initiatives.
11. Supported marketing programs and campaigns with content and messaging to drive demand.
12. Offered pricing and feature recommendations to management and cross-functional teams.
13. Retained clients to build brand awareness and generate leads while managing internal and external product marketing campaigns and programs.
14. Developed product and solution positioning, messaging by prospective buyer role and methods to overcome competitive objections.
15. Assessed new product specifications to meet client needs.
16. Conceptualized and designed abstract ideas, built plans, and delivered details to CMO.
17. Cultivated and nurtured relationships with customers in strategic vertical markets to support ongoing definition of differentiated product value.
18. Developed creative sales tools by communicating product value proposition to enable team, including presentations, trend reports, kitted assets, and product data sheets.
19. Possessed expert knowledge of competitive and third party products and translated knowledge into business strategy.
20. Collected requirements from end-customers and business partners for product upgrades, added features and new product development.