

Name Withheld

1234 Main Street
Anytown, USA 55555

Cell: (333) 444-5555
myname@provider.com

Vice President of Marketing & Product Strategy

Accomplished leader with demonstrated success executing product strategy and global marketing programs resulting in an average 10:1 return on investment

Seasoned, forward-thinking marketing executive with a passion for defining and guiding product strategy to increase brand visibility, expand market share and generate revenue growth. Demonstrated skills in driving go-to-market strategies across all media combined with a sophisticated understanding of how to leverage the voice of the customer and competitive intelligence. Proven ability in developing productive relationships with business partners, industry influencers and customers. Decisive and engaging; able to direct top-performing, cross-functional teams that consistently meet and exceed organizational goals.

Core Product Strategy, Marketing & Leadership Competencies

Strategic Planning • Business Development • Client Relations • Market Analysis • Needs Assessment
Branding Negotiations • Product Marketing • Email Marketing • Customer Audits • ROI Analysis
Content Strategy & Development • Customer Audits • Social Media • Internet Marketing • Ecommerce
Lead & Demand Generation • Guerilla Marketing • Change Management • Team Leadership & Motivation

Professional Experience

► **Command Search Software**, Portland, OR 2002–Present
A multinational developer of enterprise software in the enterprise search and search component markets.

Vice President of Global Marketing (2005–Present)

Direct the company's worldwide marketing with responsibilities in three core areas: product strategy (monitor factors that include market trends and competitor strategies), lead generation (manage lead generation, demand generation and nurturing processes) and strategic communications (manage the company's influencer programs). Responsible for three key regions—North America, EMEA and Asia Pacific. Lead teams that range from 5 to 10, directing partners and team members both locally and remotely. Manage operating budgets ranging from \$300K to \$750K annually.

Selected accomplishments:

- **New market penetration.** Successfully guided the company into new product categories selected for favorable long-term growth potential, customer demand and limited competition. New applications are on pace to contribute 50% in new revenue in the current fiscal year, with short-term plans for doubling revenue in the coming fiscal year.
- **Corporate repositioning.** Led a comprehensive corporate repositioning that supported a number of new product categories, resulting in positive, high-level analyst reports. Spearheaded guerrilla campaigns to support efforts that generated a 7x return with a potential lifetime value of 50x campaign costs, including new contracts with the federal government and OEM customers.
- **Lead generation.** Established the company's first lead generation program and marketing automation processes, which produced more than 1,000 new prospects within the first year, representing potentially \$3M in new business value.
- **Strategic communications.** Spearheaded the company's strategic communications program that has generated an abundance of positive analyst reports, resulting in multiple client referrals that have netted several hundreds of thousands of dollars in new business.
- **Social media.** Created the company's first social media program to increase brand visibility, SEO results and thought leadership. The program was the first coordinated effort to leverage Twitter, LinkedIn and blogging channels for broader communication dissemination, and it was also a key to the execution and overwhelming success of the company's guerrilla marketing efforts.

Command Search Software (Continued)

Global Marketing Manager (2003–2005)

Managed global public relations efforts, supported customer and competitor research efforts, facilitated product launches, and coordinated brand development and lead generation activities in conjunction with VP of Marketing. Responsibilities were international in scope, serving key regions in the US, UK and Australia. Oversaw 1-3 FTE direct reports and two service partners.

Selected accomplishments:

- **Electronic direct marketing.** Championed and later established the company's initial venture into electronic direct marketing. Spearheaded introduction of a monthly e-newsletter, which served as the company's first measurable broadcast medium to its 20,000+ customer base. Created first set of baseline metrics and reporting tools that resulted in optimized content, calls to action and a threefold increase in response rates.
- **Corporate rebranding.** Executed the company's first major rebranding effort since its inception, under the guidance of the VP of marketing. As a result of ongoing PR efforts in support of the new brand, the company moved from a "niche" player in the Gartner Magic Quadrant for enterprise search to the "challenger" position, an outcome that continues to produce sales revenue.
- **Search engine optimization.** Spearheaded a focus on SEO that resulted in page-one Google rankings for several key industry phrases. Website traffic and conversions increased an average of 5x and 10x respectively in the year following the brand launch.
- **Pay per click and SEO.** Established the company's first pay-per-click and search engine optimization practices, which helped drive its lead generation and website successes. Played an integral role in creating these dedicated programs that added a new dimension to existing lead generation efforts and contributed approximately \$1.5M in new business value.
- **Thought leadership.** Significantly strengthened the company's visibility and reputation by pitching and securing several high-level speaking opportunities for executives and customers at key industry events.

U.S. Marketing Manager (2002–2003)

Joined company with the charge of managing all US marketing activities, including customer outreach, public relations, event coordination, website development and direct marketing. Primary focus was on starting the company's first comprehensive PR program, which included development of press releases, media and analyst relationships, case studies, and coverage in key publications.

Selected accomplishments:

- **Public relations.** Established the company's first comprehensive public relations program, which was responsible for producing the company's first steady stream of media and analyst coverage. First-year results included new relationships with more than 15 industry influencers, resulting in briefings with key analysts and media hits in desirable, top-tier publications.
- **Industry leadership.** Secured the company's first-ever placement in the Gartner Magic Quadrant report for enterprise search (many enterprises use it as a tool for short-listing prospective vendors). Have since succeeded in maintaining and improving the company's position in this report each year since its first appearance in 2003.
- **Industry awards.** Was instrumental in laying PR groundwork that produced several first-time awards for the company. These included being named in a national publication's top software vendors list, as well as finalist positions with several industry associations and organizations.

► **HRN Reputation Management, Beaverton, OR**

2001–2002

Boutique PR firm and one of the first firms to adopt a boutique model staffed entirely by senior PR professionals.

Senior Communications Director

Hired to create and manage the firm's editorial services division. Responsibilities included strategic planning, brand management, creative execution, account management, pricing, content planning and creation, and executive interviews. Worked on all facets of content creation, from press releases and press kit collateral to case studies and by-lined articles. Assisted clients with funding request proposals, business plans, sales collateral, websites, social media and other needs.

HRN Reputation Management (Continued)

Selected accomplishments:

- **Business expansion.** Created the firm's first writing services division, which contributed 10 percent in new revenues within the first year of operation.
- **Publicity.** Succeeded in placing a half-dozen articles in key publications on behalf of client executives to support thought leadership and executive visibility objectives.
- **Awards and recognition.** Led the agency's house branding and PR activities, helping to secure awards and visibility for the company's innovations and successes in public relations; included appearing twice in a regional business publication's "Great Places to Work At" list.

► AllAboutBags.com, Seattle, CO

1999–2000

Leading online retailer of bags and accessories for travel, sports, fashion and more.

Product Marketing Manager

Charged with developing this online retailer of bags and accessories as well as related online communities for travelers looking for facts, tips and inside information on various global destinations. Responsibilities included extensive consumer and competitor research, site development, usability testing and project management, as well as international travel, national promotions and relationship building with travel industry luminaries.

Selected accomplishments:

- **Online business launch.** Co-managed the public relations launch of AllAboutBags.com in 1999 as one of the company's first employees. Played an integral role in producing a successful launch that resulted in media coverage and a 3x spike in traffic the week of the launch.
- **Content creation.** Oversaw all content generation and editing for the site as the company's first content editor. Worked closely with merchandising to create high-return product copy and successful home page and section home promotions. Accomplishments in this role were the catalyst for promotion to Product Marketing Manager.
- **Product concept development.** Guided two supporting travel product concepts, TalkingTravel and BlueSkyNow, from the initial idea phase through project planning, development and usability testing, and in the case of TalkingTravel, all the way through to public launch. Succeeded in turning TalkingTravel into a viable online travel community with thousands of subscribers.

Summary of Additional Professional Experience

Previously employed as a staff writer for Brown & Langford Associates, Portland, Ore. (1997–1999). *Highlight:* Won a local advertising association Gold Award for an innovative multi-channel branding campaign for a leading toy manufacturer and distributor. Prior to this, provided public relations services as an independent consultant from 1996–1997 for a variety of technology clients.

Education

Colorado State University, Fort Collins, CO

Bachelor of Arts, Technical Journalism (Public Relations emphasis)

Master of Business Administration

Professional Affiliations

American Marketing Association

Business Marketing Association

Sales & Marketing Professional Association