Product Marketing Manager

13009 Marseille · 5 à 10 ans d'expérience · Réf. 250308002504

Ma recherche

Contrat recherché : Tout contrat
Zone : PACA
Mobilité : sur toute la région
Rémunération : a étudier
Secteur : Batiment

Formations

Bac +3 — Vellore Institute of Technology University
Bachelors in Biotechnology
Bac +5 — University of Mysore
MBA in Marketing

Expériences professionnelles

11/2023 - à ce jour — Product Marketing Manager

Conducted comprehensive client research to understand key consumer segments and identify market opportunities. Defined and executed go-to-market strategies for new product launches, including the successful Enerkit & marine engine product line, streamlining the announcement process to ensure maximum impact. Developed product positioning, value propositions, and messaging that resonated with target audiences, differentiating Baudouin's products in a competitive market. Planned, created, executed, and analyzed the effectiveness of omnichannel marketing campaigns, resulting in a 13% increase in lead generation and a 21% increase in product awareness. Established KPIs for all marketing programs, built results forecasts and tracked performance to ensure projects delivered expected business outcomes, consistently achieving 95% of forecasted results and optimizing ROI.

06/2021 - 11/2023 — Assistant Product Marketing Manager

Performed client research for global banks to understand key consumer segments and define new market opportunities. Assisted in developing go-to-market strategies for fintech solutions, including the successful launch of the I-MAP tool, ensuring successful product launches and streamlined announcements. Supported the development of product positioning, value propositions, and messaging that resonated with target audiences and differentiated ITSS Global's offerings. Planned, executed, and analyzed the effectiveness of integrated marketing campaigns, resulting in a 35% boost in product adoption rates. Established KPIs for marketing initiatives, tracked performance, and provided data-driven insights to optimize campaign effectiveness, improving ROI by 20% for account-based marketing initiatives.

04/2020 - 05/2021 — Marketing Manager

As a Product Marketer, drove 25% website traffic uplift and 33% social media engagement through innovative strategies, amplifying product visibility. Strategized cross-functional teams to deliver webinars and conferences, boosting customer acquisition by 15% and strengthening product positioning. Conducted in-depth market research and analysis to develop new offerings, and expansion plans, and gain a competitive advantage for products.

02/2019 - 05/2021 — Senior Product Marketing Assistant

Implemented product marketing strategies to boost sales revenue by 20% for Dassault Systemes+Â engineering solutions in EDS technologies. Utilized market research to develop targeted campaigns, increasing customer engagement by 23%. Managed digital marketing channels, resulting in a quantifiable increase in website traffic and a 15% growth in lead generation. Led end to end execution of marketing projects, driving a 21% increase in sales and revenue and a 14% boost in brand awareness.

05/2017 - 04/2019 — Product Marketing Assistant

Managed diverse product marketing campaigns, brand visibility and identifying customer types across market segments. Collaborated with key suppliers for product launches and product advertisement and promotions planning for partner marketing events.

02/2013 - 04/2017 — Senior Executive - Marketing

Developed and implemented marketing strategies aligned with KPDL's business objectives, staying informed

about industry trends, competitor activities, and customer preferences. Planned and executed events and customer engagement activities, such as site visits, open houses, and workshops, fostering relationships with prospective and existing customers, promoting KPDL's properties, and gathering valuable feedback. Designed all collaterals and case studies. Conducted Primary & Secondary market research and benchmarked competitors.

Atouts

Microsoft PowerPoint, Microsoft Office, CRM, Google Analytics, Marketing Tools, HubSpot, Mailchimp, Strategic Media and Communication Advocacy skills, Zoom, GoToWebinar, Google Digital Garage Digital Marketing

Fiche anonyme — l'identité et les coordonnées du candidat sont communiquées aux recruteurs qui en font la demande sur pmebtp.com.