

13009 Marseille
5 à 10 ans d'expérience
Réf : 250308002504

Product marketing manager

Ma recherche

Je recherche tout type de contrat, sur toute la région PACA, dans le Batiment.

Formations

Bac +5 à University of Mysore
MBA in Marketing

Bac +3 à Vellore Institute of Technology University
Bachelors in Biotechnology

Expériences professionnelles

11/2023 - à ce jour :

Product Marketing Manager chez Société Internationale Des Moteurs Baudouin sur Marseille

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 chez Itss Global sur Marseille

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 chez Big Innovation Centre sur Bangalore

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 chez Eds Technologies (partner Dassault Systemes) sur Bangalore

Implemented product marketing strategies to boost sales revenue by 20% for Dassault Systemes' 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 chez Mouser Electronics, Berkshire Hathaway sur Bangalore

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 chez Kpd Limited sur Bangalore

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.