
Assistant Marketing Manager Resume

Job Objective

To obtain a position as Assistant Marketing Manager with a small but dependable company where my experience can be beneficial in the growth of company.

Highlights of Qualifications:

- Admirable experience in developing and managing products and performing financial and statistical research
 - Operational knowledge of Microsoft applications and Six Sigma
 - Ability to conceptualize and implement new market approaches
 - Ability to deliver various product related strategies
 - Ability to manage multiple tasks and complete work according to deadline
 - Ability to identify and resolve all problems
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Professional Experience:

Assistant Marketing Manager
Levi Strauss, Lenexa, KS
October 2008 – Present

- Developed and identified assigned product lines for selected products.
- Participated in meetings for product forecasts and prepared annual marketing plans.
- Administered product marketing budget and ensured compliance to company objectives and goals.
- Managed all products and ensured compliance to all budget objectives and obtained profit.
- Prepared and implemented various marketing plans.
- Provided support to all special projects and prepared and analyzed reports for same.
- Analyzed financial results, tracked sales and prepared standardized marketing projects.
- Coordinated with various departments for various product activities.

Product Marketing Coordinator
VIZIO, Lenexa, KS
August 2003 – September 2008

- Maintained a database for products, prepared a list of features and pricings and recommended changes.
- Managed new product launched and prepared scheduled timeline.
- Coordinated with sales team and prepared all sales tools such as packaging.
- Prepared installation instructions as required by product line.
- Assisted legal team and prepared warranty and disclaimer for products.
- Administered communication bulletins for product launches.

Product Marketing Specialist
Zipcar, Inc., Lenexa, KS
May 1998 – July 2003

- Developed project charters and participated in status meetings with stakeholders.
 - Maintained good working relationships with service and technology teams.
 - Managed all communications with customers, developed training materials and processes according to prototype.
 - Monitored feedback for all customer experiences and provided support to business cases.
 - Facilitated work in a project team and assisted a safe environment.
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Education:

Bachelor's Degree in Marketing
Air University, Maxwell AFB, AL

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