
Technical Marketing Manager Resume

Job Objective

To secure a position as Technical Marketing Manager and to be considered a valued member of your team.

Highlights of Qualifications:

- Remarkable experience in product marketing and analysis, internet marketing and technical writing
 - Expertise in creating plans and generating revenues
 - Good understanding of advertising technology and platforms – ad servers, analytics solutions, rich media and mobile advertising
 - Ability to research, plan and prepare technical documents on time
 - Ability to work on multiple platforms and processes
 - Ability to schedule and lead meetings with a broad range of people
 - Ability to interface with all levels of customer organizations
 - Ability to manage, train and motivate staff
 - Ability to drive a complex set of tactical and strategic objectives
 - Familiarity with market research and analysis, SEO and SEM
 - Proficient with Microsoft Office Suite, HTML, CSS & JavaScript
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Professional Experience:

Technical Marketing Manager
Mcafee, Biddeford, ME
October 2008 – Present

- Developed marketing strategies for global product.
- Determined product placement in market and positioning of future products.
- Reviewed products and emphasized key features in product campaign.
- Coordinated with marketing team, developed product demos and provided training to staff to facilitate increase sales.
- Organized communication for products such as journalists and market analysts.
- Gathered all market information by interacting with customers and influencers in market.
- Assisted corporate marketing and developed awareness of products through right information channels.
- Documented findings to be submitted to senior management.

Technical Marketing Associate
Cybercoders, Biddeford, ME
August 2003 – September 2008

- Reviewed technology and market trends and determined new products.
- Analyzed all competitor products in market and ensured competitor's market share and pricing, developed strategies accordingly.
- Coordinated with Purchasing Department and developed strategies for new products to be launched in market.
- Established and implemented marketing strategies such as database design and search engine optimization.
- Developed online marketing campaigns and designed campaigns to get more visitors on site.
- Ensured all communication regarding products on corporate guidelines.

Technical Marketing Engineer
Cisco Systems, Biddeford, ME
May 1998 – July 2003

- Analyzed competitive markets and developed marketing strategies to reduce costs of products and improved their positioning.
 - Coordinated with various teams and developed strategies for new products launches in market.
 - Organized participation in various trade shows related to products and designed other marketing strategies.
 - Developed training programs for end users and representatives of organization as well.
 - Monitored all complex problems and resolved them by regular analysis.
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Education:

Bachelor's Degree in Computer Science
Swarthmore College, Swarthmore, PA

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