

Ryan Terry
(123) 456-7890
youremail@example.com
123 Your Street, Columbus, OH 12345

Profile

Agile and UX-trained marketing professional and recent graduate with 1.5+ years in product marketing and management. Earned “Marketing Employee of the Month” twice and helped drive over 2 million new visits to the company’s site between 2019 and 2020.

Key Skills/Knowledge Areas:

- SWOT Analysis
- Finance
- UX Design
- Social Media
- Time Management
- Constructive Feedback

Education

Bachelor of Arts in Marketing with a minor in Consumer Psychology, 3.8 GPA
University of Pennsylvania Philadelphia, PA, September 2015 - May 2019

Relevant Courses

- Marketing Strategy Models
- Strategic Brand Management
- Business Decision Making
- Agile Scrum
- Consumer Analytics

Professional Experience

Associate Product Marketing Manager, 23andMe, Mountain View, CA

June 2020 – Present

- Serve on a team that was responsible for driving over 2 million new visits to site between 2019 and 2020.
- Write, refine, and distribute content usable across company communication platforms including web, social media, advertising, public relations, and sales materials.
- Review and provide product-related feedback to content writers, project managers, and other marketing staff.
- Test and improve ad copy messaging based on product expertise.

Product Marketing Specialist, 23andMe, Mountain View, CA

June 2019 – May 2020

- Improved product marketing literature and sales tools on a monthly basis.
- Trained sales teams on value and vision of products.
- Created sales and marketing materials for product launches.
- Earned “Marketing Employee of the Month” twice for positive attitude and innovative ideas.