



Kevin Morrison

Customer-focused Product Marketing Manager with 5+ years of experience at small companies and startups. Committed to continually gaining and applying new expertise and product knowledge. Experienced and confident public speaker.

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Professional Experience

Product Marketing Manager

RKF Inc., Seattle, WA | October 2017 to Present

- Coordinate marketing and promotions of various company products and services
- Focus on finding new ways to boost customer engagement and satisfaction with company's products
- Perform regular assessments of new customer needs
- Draw on advanced product expertise to continually test and improve ad copy messaging
- Set and executed strategy for digital and social media communications targeting a new customer segment

Education

Bachelor of Arts (BA) – Marketing
(minor in Consumer Psychology)
University of Washington, Seattle, WA

Key Skills

- Competitor & Market Analysis
- Consumer Analytics
- Content Writing & Editing
- Cross-Functional Collaboration
- Customer Needs Assessment
- Customer Satisfaction
- Digital & Social Media Marketing
- Integrated Marketing Communications
- Market Share Growth
- New Product Launch
- Pricing Strategy
- Product Branding & Positioning
- Product Demand Forecasting
- Public Speaking & Presentations
- Sales Team Training & Support
- Strategic Brand Management
- Time & Resource Management