

HA

Hideo Araki

Product Marketing Manager

A product marketing manager with 10 years of experience defining digital strategies and performing comprehensive research to support new product launches. Adept at leading diverse cross-functional teams to execute innovative product marketing campaigns.

PROFESSIONAL EXPERIENCE

Product Marketing Manager | July 2018 - Present
Roland Smart Watch | Seattle, WA

- Define, develop, and execute marketing strategies for a new smartwatch product line, contributing to over \$3.2 million in sales within the first quarter of launch
- Perform comprehensive research and analysis on market indicators to evaluate customer needs and refine advertising campaigns
- Manage a team of 15 marketing coordinators and analysts, provide coaching and mentorship, and identify opportunities to enhance team performance

Product Marketing Manager | June 2014 - July 2018
Fit Tracker | Seattle, WA

- Created marketing materials and executed digital campaigns to support product launches, contributing to a 32% increase in sales revenue over three years
- Conducted research on market trends and analyzed customer feedback to identify new potential product features and improve the effectiveness of digital strategies
- Coordinate cross-functionally with sales and customer success teams to ensure alignment with overarching goals and long-term objectives

CERTIFICATIONS

- Professional Certified Marketer (PCM) in Digital Marketing, AMA, August 2014

CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn | Portfolio

 Seattle, WA

EDUCATION

- Bachelor of Science (B.S.), Digital Marketing
June 2014
University of Washington, Seattle, WA

KEY SKILLS

- Product marketing
- Social media marketing
- Project management
- Cross-functional collaboration
- Digital marketing