

Keith Hill

Product manager

AREAS OF EXPERTISE

Enterprise Content Management (ECM)

Product management

Sales and marketing

Product marketing

Product launching

Brand marketing

Packaging strategies

Distribution

PROFESSIONAL

Can speak Spanish

First Aid

PERSONAL SKILLS

Attention to detail

Strong Customer Focus

PERSONAL DETAILS

*Keith Hill
34 Anywhere Road
Coventry
CV6 7RF*

*T: 02476 888 5544
M: 0887 222 9999
E: keith.h@dayjob.co.uk*

*DOB: 12/09/1985
Driving license: Yes
Nationality: British*

PERSONAL SUMMARY

A committed and highly focused product manager with a comprehensive knowledge and understanding of Enterprise Content Management (ECM). Currently responsible for product planning and execution throughout the product lifecycle, including: gathering and prioritizing product and customer requirements, defining the product vision, and working closely with the IT, sales, marketing and support departments to ensure revenue and customer satisfaction goals are met.

Easy going by nature and able to get along with both work colleagues and senior managers, currently looking for a suitable product or sales managerial position.

WORK EXPERIENCE

High Class Furniture Suppliers – Coventry

PRODUCT MANAGER June 2008 - Present

Responsible for managing the product throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with senior managers to deliver winning products.

Duties:

- Performing and arranging successful product demonstrations for customers.
- Briefing the press and analysts, press releases and going on press campaigns.
- Market research & developing the core positioning and messaging for the product.
- Researching, reviewing & reporting on competitors & rival products.
- Performing sales, trend, and profitability analysis.
- Developing content for product and company collateral.
- Articulating the company's distinctive competence & the product's uniqueness.
- In charge of planning and developing the right marketing strategy.
- Setting product pricing for new product releases to meet revenue & profitability goals.

KEY SKILLS AND COMPETENCIES

- Consistent track record of successfully employing best business practices.
- Ability to improve efficiency, reduce operating costs whilst increasing productivity.
- Demonstrated success in product launches & execution of marketing strategies.
- Experience of managing day to day relationship with suppliers.
- Proven ability to identify new customer opportunities.
- Ability to shape, produce and deliver product management plans.
- Some experience of working within Operational areas.
- Ability to perform qualitative and quantitative research with existing customers and potential new prospects.

ACADEMIC QUALIFICATIONS

BA (Hons) Retail Management
Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)
Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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