

# Paws T. Husky

[Pawsthusky@gmail.com](mailto:Pawsthusky@gmail.com) | (555) 555-555 | [www.linkedin.com/in/pawsthusky](http://www.linkedin.com/in/pawsthusky)

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## **SUMMARY**

Results-driven Product Marketing & Development Leader with 6+ years in the athletic footwear industry. Proven track record of driving 35% YoY revenue growth, expanding market share by 20%, and increasing brand visibility by 50%. Skilled in consumer insights, data-driven decision-making (Google Analytics, Tableau), and cross-functional leadership. Led global product launches and strategic partnerships across North America and APAC. Passionate about leveraging digital marketing, competitive analysis, and branding to create high-impact, consumer-focused products.

## **CERTIFICATIONS AND SKILLS**

**Certifications:** Digital Marketing Professional (CDMP) – Digital Marketing Institute

**Skills:** Google Analytics, Tableau, and CRM software (Salesforce, HubSpot)

**Languages:** Spanish (fluent)

## **PROFESSIONAL EXPERIENCE**

### **Reebok, Boston, MA**

**June 20XX – July 20XX**

#### *Associate Product Manager*

- Led the launch of 5+ Reebok footwear models, increasing category revenue by \$10M+ annually.
- Managed a \$3M+ marketing budget, ensuring optimal ROI on product branding and advertising initiatives.
- Oversaw and managed data-driven consumer insights research, leading to a 20% increase in market penetration across global markets.
- Led cross-functional teams of 10+ professionals in sales, design, and supply chain, ensuring seamless product rollouts.
- Developed and executed multimedia product education tools, improving retailer engagement by 40% and salesforce knowledge.

#### *Promotions Associate*

**April 20XX – June 20XX**

- Cultivated relationships with 75+ sales reps and retailers, driving a 25% increase in product distribution.
- Designed and executed promotional campaigns that led to a 30% sales lift in key urban markets.
- Optimized trade show booth operations, reducing expenses by \$300K per event while increasing exhibitor engagement.
- Negotiated and managed high-profile sponsorships, increasing brand exposure in running specialty retail.

### **New Balance, Boston, MA**

#### *Associate Manager – Marketing*

**October 20XX – April 20XX**

- Increased website traffic by 20% and boosted e-commerce sales by 12%, using SEO, paid media, and A/B testing.
- Managed a 6-person marketing team, launching integrated digital campaigns that attracted 400,000+ visitors per quarter.
- Partnered with Runner's World Magazine to develop nbrunner.com, a content hub that improved consumer engagement and conversions.
- Published quarterly digital product catalogs, driving a 15% increase in online purchases.

#### *Promotional Marketing Specialist*

**June 20XX – October 20XX**

- Led 50+ national events as part of New Balance's DMX Mobile Tour, increasing brand engagement by 45%.
- Allocated and managed \$500K+ worth of product donations, strengthening brand loyalty and corporate social responsibility efforts.
- Conducted training for 100+ regional sales associates, ensuring seamless execution of promotional initiatives.

## **EDUCATION**

### **Northeastern University, Boston, MA**

Bachelor of Arts in Philosophy

**May 20XX**

**GPA: 3.5**