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| **PROFILE** |

Performance-driven Product Marketing Manager versed in all aspects of coordinating marketing activities and leading other people. Possessing a highly professional attitude, extensive communication/time management skills, and the ability to work under pressure, Kenneth is presently looking for a Product Marketing Manager position with a forward-moving company.

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| **EXPERIENCE** |

**Product Marketing Manager,**

BAY Technologies, Inc., Philadelphia, PA, United States

08/2017 - 08/2020,

* Coordinated outbound marketing activities and pro-actively participated in the product development.
* Developed marketing communications plans and identified and evaluated potential revenue growth opportunities.
* Led multiple marketing cost-reduction initiatives and maintained relevant documents and files.
* Generated detailed reports and worked closely with executives.
* Awarded Employee of the Year for increasing sales by 120% and exceeding all assigned targets.

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| **EDUCATION** |

**Business Administration,**

University of Pennsylvania, Philadelphia, PA, United States 09/2013 - 05/2017,

GPA: 3.98 (Top 3% of the Program)

**Clubs and Societies:** Exploration Society, Investment Society, Marketing Society,

**High School,**

Sankt Petri Schule, Copenhagen, Denmark 09/2009 - 05/2013,

Graduated with Distinction (Grade 1- A/excellent equivalent in all subjects)

**Extracurricular Activities:** Debate Club, Film Society, Swimming Club

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| **KEY SKILLS** |
| * MS Office
 | * HubSpot Marketing
 | * Ability to learn from mistakes
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| * Yesware
 | * Responsibility
 | * Action oriented
 |
| * Strengths
 | * Problem-solving
 | * Communication
 |
| * Optimove
 | * Leadership
 | * Creativity
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