

# ANDREW KANE

## Product Marketing Manager

✉ akane@email.com

☎ (123) 456-7890

📍 Austin, TX

🌐 linkedin.com/in/a-kane

## WORK EXPERIENCE

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### Product Marketing Manager

#### Expedia Group

📅 May 2020 - current 📍 Austin, TX

- Collaborated with product, policy, analytics, research, voice of customer and UX teams to plan and **execute 30+ new research initiatives**
- Led analysis of existing data and insights to identify research to **validate 100% of positioning and messaging across segments**
- Developed 4 GTM strategies and plans based on business goals, product readiness, and positioning
- Partnered with 3 integrated marketing teams and channels to define and execute 40+ campaign strategies and plans
- Drove market and internal readiness in coordination with 4 product, sales, and support teams

### Associate Product Marketing Manager

#### AffiniPay

📅 July 2015 - May 2020 📍 Austin, TX

- **Engaged in 70+ cross-functional efforts** to drive successful product beta programs and launches
- Drove product adoption and usage by developing and managing **13 detailed, long-term adoption plans**
- Defined and implemented 6 new marketing strategies that acquired 17 new businesses and drove their continued engagement
- Partnered with 3 product management teams and 15+ sales channels to create world-class product marketing communications
- Updated 40+ sales-facing materials and training documents

### Product Marketing Intern

#### Camio PR

📅 March 2015 - June 2015 📍 Austin, TX

- **Influenced 25+ product roadmaps** by using customer insights and strategic thinking to build compelling business cases
- Led creation of value-based messaging and positioning that resonated with audience/segments, and drove booking behaviors by 27%
- Created a holistic paid acquisition strategy, leading to a 44% ROI for every dollar spent

## EDUCATION

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Bachelor of Science

Business Marketing

#### University of Texas at Austin

📅 September 2011 - June 2015

📍 Austin, TX

## SKILLS

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- Strong Analytical and Storytelling
- Marketing
- Cross-functional Leadership
- Salesforce
- ActiveCampaign
- Oral and Written Communication
- Creative Problem-solving