

R. Bharath Kumar

Associate Product Marketing Manager

Contact

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Skills

Product Life Cycle
Advanced

Product Strategy
Advanced

Product Development
Advanced

Product Marketing
Advanced

Business Strategy
Upper intermediate

Business Development
Upper intermediate

Product Innovation
Advanced

Marketing
Advanced

Revenue Strategies
Advanced

Skilled and experienced Associate Product Marketing Manager with experience in product marketing, product strategy , and the overall management of a product's life from conception to fruition. Experience in assessing customer desires and requirements and generating a product that successfully meets those standards. Bringing forth the ability to determine product specifications, production timelines, and in-depth plans for product development. An analytical thinker who works collaboratively to get the job done.

Work History

2021-09 -
Current

Product Marketing Associate Manager

Urban Company, Bangalore

- Worked as Associate Product Marketing Manager in Urban Company with 1.9 years experience and achieved sales growth objectives for product and services by developing service tools, and improving service engagements and identifying growth opportunities by market segment.
- Monitored competitor pricing and product offerings to identify opportunities.
- Analyzed web, product and customer metrics to support weekly, monthly and quarterly business updates.
- Analyzed device trends, product mix and upsell attached rates to uncover opportunities for optimization.
- Conducted primary and secondary research to better understand customer needs and behaviors.
- Collaborated with cross-functional teams to develop and implement market research strategies.
- Tracked key performance indicators to measure success of campaigns.
- Collected and analyzed data from variety of sources to create detailed market research reports for top-level decision makers.
- Maximized advertising efforts by developing content for media relations, corporate communications, and social media posts.
- Implemented and supervised market research projects from start to finish with focus groups, surveys and interviews.

Languages

English
Advanced

Telugu
Advanced

Hindi
Upper intermediate

Kannada
Advanced

- Managed campaigns for various clients that consistently exceeded sales goals.
- Identified appropriate marketing channels and target customers for campaigns.
- Used various market research tools and techniques to gather, analyze and interpret data.
- Generated reports to support development and implementation of marketing plans.
- Created customized marketing materials to increase product awareness.
- Provided product vision and direction for key product capabilities, working closely with partners to understand business and customer needs in order to deliver revenue generating, best-in-class user experiences.
- Served as an in-house expert for our products and became the go-to person for all functional issues.
- Penetrated new segments through use of strategic marketing initiatives.

Education

2016-07 - 2019-05	B.COM: Commerce ARNI UNIVERSITY
2019-06 - 2021-08	MBA: Marketing YBN UNIVERSITY

Hobbies

- Cricket
- Travelling
- Movies
- Music