

DARTANYA KIEN

Technical Product Marketing Manager

dartanya.kien@gmail.com

(414) 837-2360

Charleston, SC



PROFILE

I am an experienced Technical Product Marketing Manager with over 3 years of successful experience in developing and executing comprehensive product marketing plans. I have a proven track record of success in driving market share, revenue growth, and successful product launches. My expertise includes product positioning, go-to-market strategies, competitive analysis, market research, and product launch campaigns. I have successfully developed and implemented strategies to increase revenue and market share, while also developing product marketing plans to launch new products. I have strong analytical and communication skills, the ability to develop relationships with potential partners, and the ability to work collaboratively with cross-functional teams.

LINKS

[linkedin.com/in/dartanyakien](https://www.linkedin.com/in/dartanyakien)

SKILLS

Product Management

Technical Writing

Market Analysis

Strategic Planning

Communication Skills

Project Management

Data Analysis

LANGUAGES

EMPLOYMENT HISTORY

● Technical Product Marketing Manager at IBM, SC

Nov 2022 - Present

- Led the successful launch of a new product line in the South Carolina region, resulting in a 25% increase in sales within the first year.
- Developed and executed a comprehensive marketing strategy for a new product offering that increased customer engagement by 40%.
- Spearheaded an innovative online campaign that drove a 20% increase in website traffic and led to a 10% increase in customer conversions.
- Created a series of educational webinars that educated potential customers on the benefits of IBM products, resulting in a 15% increase in overall customer satisfaction.

● Associate Technical Product Marketing Manager at Dell, SC

Jul 2020 - Oct 2022

- Developed and implemented a successful product launch strategy for the Dell SC server line, resulting in an increase of \$3M in revenue within the first 3 months.
- Created and executed a comprehensive online marketing campaign for the Dell SC server line, resulting in an increase of 50% in website traffic and leads over 6 months.
- Developed and distributed technical content to increase awareness of Dell SC server line, resulting in a 25% increase in sales inquiries within 2 months.
- Coordinated with internal and external partners to develop a comprehensive product roadmap for the Dell SC server line, resulting in an increase of 10% in customer satisfaction ratings over 6 months.

EDUCATION

Bachelor of Science in Marketing at Clemson University, SC

Aug 2016 - May 2020

Relevant Coursework: Principles of Marketing, Business Communications, Consumer Behavior, Advertising and Promotion, and Strategic Marketing.

CERTIFICATES

Certified Product Marketing Manager (CPMM)

May 2021

Certified Technical Product Marketer (CTPM)

Jan 2020

MEMBERSHIPS