

# Montanna Fayer

Product Marketing Manager

## Profile

Results-driven Product Marketing Manager with 5 years of experience in developing and executing comprehensive marketing strategies, driving product launches, and increasing brand visibility. Proficient in analyzing market trends, identifying growth opportunities, and collaborating with cross-functional teams to accelerate revenue and achieve business objectives. Exceptional communicator with a strong focus on customer-centricity, product positioning, and continuous improvement. Demonstrated success in delivering measurable value to organizations through innovative marketing initiatives and keen market insights.

## Employment History

### Product Marketing Manager at Johnson & Johnson, NJ

Feb 2023 - Present

- Successfully launched a new product line, resulting in a 25% increase in market share and generating over \$10 million in revenue within the first year of launch.
- Developed and executed a comprehensive marketing strategy for a key product, leading to a 35% increase in sales and a 15% growth in customer retention rates over two years.
- Led a cross-functional team to optimize pricing strategies, resulting in a 10% improvement in profit margins and a 20% increase in sales volume for targeted products.
- Implemented a data-driven digital marketing campaign that increased website traffic by 50%, drove a 30% increase in lead generation, and contributed to a 12% boost in overall sales.

### Associate Product Marketing Manager at Merck & Co., NJ

Jul 2018 - Dec 2022

- Developed and executed a successful product launch campaign that increased sales by 35% within the first six months, resulting in \$15 million additional revenue for Merck & Co., NJ.
- Led a cross-functional team to optimize product messaging and positioning, leading to a 20% increase in brand awareness and a 10% improvement in customer satisfaction ratings.
- Implemented data-driven marketing strategies, utilizing analytics to identify key customer segments and targeting tactics, resulting in a 25% reduction in customer acquisition costs and a 15% increase in customer lifetime value.

## Education

### Master of Business Administration in Marketing at Rutgers Business School, Newark and New Brunswick, NJ

Aug 2013 - May 2018

Relevant Coursework: Marketing Strategy, Consumer Behavior, Digital Marketing, Market Research, Brand Management, Product Development,

## Details

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## Links

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

## Skills

SEO Optimization

Google Analytics

Salesforce CRM

Market Research

Content Creation

Social Media Management

A/B Testing

## Languages

English

Arabic

## Hobbies

Photography

Gardening

Cooking and experimenting with new recipes