

# ERIC TOM LEE

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## OBJECTIVE: Product Marketing Manager

### PROFESSIONAL SUMMARY

Over 7 years Marketing and Product Management, including NPI and GTM strategy. Bachelors in Business with a Marketing concentration. Certification of Project Management. Advanced ability to work in multifunctional role with stellar task prioritization. Advanced ability to identify bottlenecks and formulate appropriate tactical response. Technically savvy and passionate about emerging technologies. Cross-functional role between business units. Superior written, verbal and interpersonal communication and relationship management skills.

### CORE COMPETENCIES / TRANSFERABLE SKILLS

Project Management • Product Development • Productivity and Performance Improvement • Social Media  
Content Creation and Collaboration • Strong Research and Analytical Skills • MS Project • Self-Starter

### EXPERIENCE

#### PROGRAM MANAGER, ECOMMERCE

Fujitsu America via Volt Workforce Solutions      Sunnyvale, CA      2012 - Present

Demand Generation manager with proven performance managing technology projects and GTM strategy for NPI.

- Strategize, design and maintain online advertising programs, campaign analysis, A/B testing
- Leverage business intelligence (ie: WebTrends, Google Analytics) for analysis and recommend action
- Manage eBay sales channel with \$1 million+ sales volume
- Customer identification and segmentation marketing including retargeting and Social Media (ie: WildFire)
- Associate Project Manager in PMO for SAP HANA big data NPI team including Change Management

#### CONTENT MANAGER, MOBILE PRODUCTS

Fujitsu America via Volt Workforce Solutions      Sunnyvale, CA      2012 - 2012

Online marketing for mobile products (computers, tablets) for consumer, SMB, channel and enterprise verticals.

- Lead Coordinator for US Portal including promotional campaigns, product landing pages, banners, etc.
- Developed and managed Email Marketing to over 1 million subscribers with ExactTarget SaaS platform
- Principal team for EPEAT and ENERGY STAR ratings, and state E-Waste recycling registration reporting
- Own Affiliate Marketing program of over 50,000 Publishers on LinkShare network

## MARKETING MANAGER

Branding Out

San Jose, CA

2010 - 2011

- Managed online marketing and promotions for company's clients
- Experience included prioritization and defining multiple project roadmaps and schedules simultaneously
- Consulted SMB customers to meet their marketing/ promotional objectives, delivering dynamic solutions
- Assisted clients with strategic planning and brand management including internal & external facing assets

## PROJECT MANAGER

Accuracy Marketing / Blue Monitor

Cupertino, CA

2007 - 2010

Oversee marketing, and advertising activities including online contextual and display ads (AdWords, AdBrite, and Facebook, etc.)

- Determined product and feature requirements including PRDs and SoWs
- Managed entire product design cycle, including concept, wireframes, prototypes, deployment and EOL
- Produced sales and marketing assets including print, digital, and online, including ad platforms
- Developed dynamic web solutions including HTML, Flash and CMS-based sites (Joomla, Drupal, etc).
- Evaluated customer research, market conditions, competitor data and implement actionable changes
- Interfaced with Quality Assurance team members identifying pain points and problem solves

## PRODUCT MARKETING MANAGER

Human Slate

San Mateo, CA

2005 - 2007

- Identifying emerging mobile computing trends, products and technologies and bringing to market
- Researched emerging consumer electronics and mobile computing trends, products, and technologies
- Sourced products from companies and distributors and manage procurement
- Determined product pricing according to market fluctuations

## EDUCATION

### **CERTIFICATE OF ACHIEVEMENT**

2012 - 2013

#### **Project Management Practitioner**

PMI's PMBOK process with focus on managing technology projects. Agile/ Scrum, and waterfall methodologies.

De Anza College

Cupertino, CA

### **BACHELORS OF SCIENCE (BS)**

2006 - 2008

#### **Business Management with a Marketing concentration**

San Jose State University

San Jose, CA

### **MINOR**

2006 - 2008

#### **Energy and the Environment (Environmental Studies)**

San Jose State University

San Jose, CA

### **ASSOCIATES (AA)**

#### **Computer Information Systems**

De Anza College

Cupertino, CA