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# Jacob Turner

Consumer Product Manager

## ABOUT ME

### Consumer-focused product manager excelling in user satisfaction and engagement

Dedicated product manager with eight years of experience in consumer goods and digital products. Skilled at identifying market trends and creating products that resonate with target audiences.

## PROFESSIONAL EXPERIENCE

### Consumer Product Manager

RetailSolutions Inc. | Atlanta, GA | June 2015 to present

- Launched a new product line that increased sales revenue by 35% in the first year
- Conducted consumer research to refine product positioning, improving market penetration by 20%
- Partnered with marketing teams to develop go-to-market strategies, enhancing brand visibility

### Marketing Manager

BrightRetail Innovations | Orlando, FL | September 2012 – May 2015

- Created promotional campaigns for consumer goods that boosted online sales by 25%
- Collaborated with product development teams to align marketing efforts with product features

## CERTIFICATIONS

- Certified Brand Strategist | Brand Management Institute | 2016

## CONTACT INFORMATION



(123) 456-7890



email@example.com



LinkedIn | Portfolio



City, ST

## KEY SKILLS

- Consumer behavior analysis
- Go-to-market strategies
- Product positioning
- UX design
- Vendor negotiation

## EDUCATION

### Bachelor of Arts (B.A.) in Marketing

University of Florida | Gainesville, FL 2011