



HIDEO ARAKI

A product marketing manager with 10 years of experience defining digital strategies and performing comprehensive research to support new product launches. Adept at leading diverse cross-functional teams to execute innovative product marketing campaigns.



KEY SKILLS

- Product marketing
- Social media marketing
- Project management
- Cross-functional collaboration
- Digital marketing



EDUCATION

Bachelor of Science (B.S.),
Digital Marketing |
University of Washington,
Seattle, WA
June 2014



PROFESSIONAL EXPERIENCE

Product Marketing Manager

Roland Smart Watch, Seattle, WA | July 2018 – present

- Define, develop, and execute marketing strategies for a new smartwatch product line, contributing to over \$3.2 million in sales within the first quarter of launch
- Perform comprehensive research and analysis on market indicators to evaluate customer needs and refine advertising campaigns
- Manage a team of 15 marketing coordinators and analysts, provide coaching and mentorship, and identify opportunities to enhance team performance

Product Marketing Manager

Fit Tracker, Seattle, WA | June 2014 – July 2018

- Created marketing materials and executed digital campaigns to support product launches, contributing to a 32% increase in sales revenue over three years
- Conducted research on market trends and analyzed customer feedback to identify new potential product features and improve the effectiveness of digital strategies
- Coordinate cross-functionally with sales and customer success teams to ensure alignment with overarching goals and long-term objectives



CERTIFICATIONS

- Professional Certified Marketer (PCM) in Digital Marketing, AMA | 2014