



PRODUCT MARKETING MANAGER



**MAURICE
VALENTINE**



2019





Portfolio Overview

Key Presentation Points

About Me

Market Position

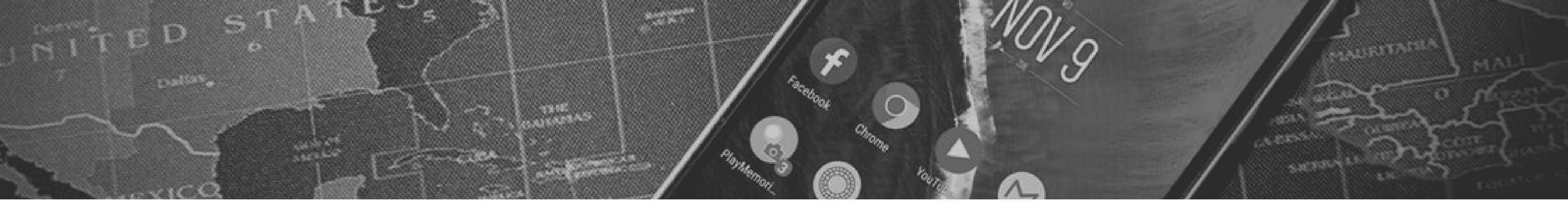
Pricing & Packaging

Marketing & Promotion

Customer Response

Testimonials

Contact Me



A Short Intro

About Me

A business development, marketing, and product professional in the product marketing industry with expertise in launching and managing technically driven products and projects, presenting to senior leadership, analyzing, research, revenue, and strategies that influence the direction of the field sales force in over **10,000 stores**, and responsible for the services of over **2 million users**, and managing a portfolio that generates over **\$150 million dollars annually in revenue**.



Maurice Valentine | Product Marketing Manager

MARKET POSITION



COMPETITIVE ANALYSIS

Conducted analysis on our competitor's carrier offerings to identify all areas for acquisition through differentiation in Add-On Services to activate or retain subscribers.

MARKET GAPS

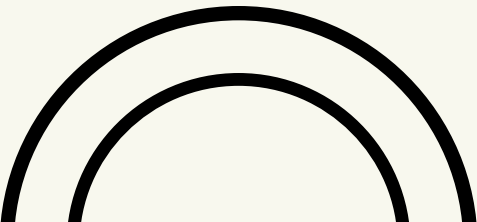
Collaborated with third-party services on marketing plans that identified, anticipated, and satisfied consumer needs through our acquisition offers.

PURCHASING DATA

Created monthly reports to monitor our subscribers and revenue trends and presented the key research as growth opportunities to senior leadership.

CUSTOMER NEEDS

Coordinated many surveys to assess if the overall product portfolio matched consumer demand and actively sought services that reflect customers' ability and desire to pay.



PRICING & PACKAGING

REVENUE GOALS

Assisted with the Finance team to forecast product growth for new opportunities and determine if the business case justified the marketing spend to acquire and retain new users.

PRICING STRATEGY

Developed a pricing strategy for (TIDAL) our music streaming service based upon the customer feedback given in a survey to drive more usage of an existing service from our existing audience.

PACKAGING

Supported our third-party partner in the design of the packaging for our phone protection, Boost Shield which gave physical proof to an intangible service and aids in the effectiveness of our marketing plan with a focus on buying behavior.

MARKETING & PROMOTION PLAN

MESSAGING & POSITIONING

Created the copy for messaging, positioning, value proposition, and selling proposition to guide the G2M teams for launch of YouTube Premium.

COLLATERAL & WEBSITE

Built benefit-led messaging for digital promotion of add-on service that focused on its positioning in the marketplace to drive engagement.

MATERIALS FOR SALES

Coordinated with the field sales team to provide support through talk tracks for how sales reps would engage with prospective users of add-on services.

MARKETING CHANNELS

Collaborated with cross-functional teams to promote services across all channels including retail stores, web, email, SMS, sales, digital banners, etc.

CUSTOMER RESPONSE

BUYING PROCESS

Analyzed purchase flows of services to ensure that it was maximizing the users' goals during the entire journey with few issues.

REVENUE MONITORING

Tracked month-over-month growth of existing portfolio and maximized the marketing mix for services based on the channels that showed success.

CUSTOMER FEEDBACK

Conducted surveys to connect with the external user and understand their experience and identify ways to improve service.

SUPPORT

Coordinated with the customer support team to connect weekly to discuss the process, problems, ideas, and opportunities.

TESTIMONIALS

MOBILE POSSE

ADAM INTONTI

Customer Success Manager

"...we were able to grow an app business for Boost Mobile by 2000% YoY, far exceeding executives expectations...his work ethic is astounding..."

TIDAL

ALEXA DISNEY

Partnership Marketing Mgr

"...he was very thorough, super responsive, and detail-oriented. I've been extremely impressed by [his] ability to get the job done, even when things seemed impossible..."

MOBOLIZE

ADAM THIBAUT

V.P. of Partnership

"...He brings a wheel of ability to the lifecycle management and is constantly looking to collaborate, learn and drive improvement in his products and for his customers..."

Contact Information



LINKEDIN

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

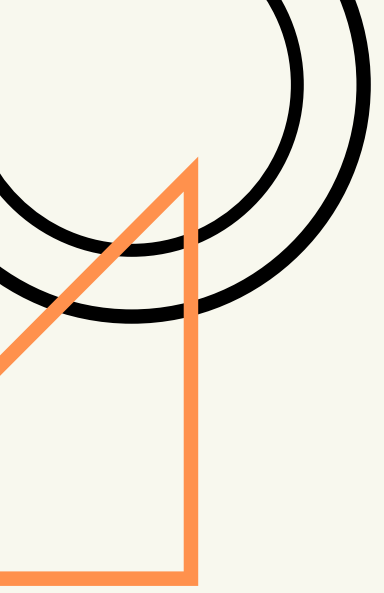
EMAIL ADDRESS

maurvalous3@gmail.com

PHONE NUMBER

(913) 488 9469

Maurice Valentine | Product Marketing Manager



THANK YOU



WWW.MAURICEVALENTINE.CO

