

John Sarkis

Product Marketing Manager

Ambitious marketer with a track record of growing products related to data, analytics, and the tech that surrounds that ecosystem. Passionate about crafting buyer-centered stories and getting hands-on with data.

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Professional Experience

Advanced Technologies & Services, Inc.

Wyckoff, New Jersey

Product Marketing Manager | Oct 2021-Present

- **Orchestrated the launch of an AI B2B Software (SaaS)** with a robust Go-To-Market (GTM) strategy, driving a **31% annual revenue increase** in the first year. Collaborate with sales, developers, and leadership to determine features, create sales enablement content, and craft messaging, resulting in rapid growth that exceeded early adoption goals.
- **Lead digital marketing strategies across three products**, acquiring **36 new clients** through market research, segmentation, competitive analysis, participation in sales meetings, and authoring articles published on industry websites.
- **Cultivate strong client relationships** leading to a **96% client retention rate** through regular meetings, presentations, and feedback sessions to address customer problems and enhance account-based marketing strategies.
- **Proactively created a data analysis reporting tool** with Python and MySQL, translating user data into customized quarterly reports with **visualizations for non-technical stakeholders** in client organizations.

Sales & Marketing Specialist | Oct 2020 - Sept 2021

- **Drove marketing for the launch of an Internet of Things (IoT) product**, selling over **1,000 units** in two years through market research, customer insights, and successful product marketing programs.
- **Coordinated company sales and marketing campaigns** resulting in **12 sales** with outbound email, direct phone sales, and Web Design, SEO, Google Adwords, also boosting website traffic by **135%**.
- **Promoted to Product Marketing Manager** within one year for **proactive leadership** in devising effective marketing strategies that generated leads and increased revenue.

WorldWork

London, UK

Business Development Internship | June 2019 – August 2019

- **Collaborated in cross-functional meetings** to prototype and seamlessly integrate new website features using WordPress, resulting in a significant enhancement of the online presence.
- **Streamlined customer data management** through the proficient use of Microsoft Excel Formulas, leading to the optimization of querying efficiency and improved data accessibility.
- **Designed on-brand business graphics** with Adobe Illustrator and Canva, contributing to the enhancement of brand aesthetics and increased brand awareness.

Education

- **Bachelor's Degree (BA) in Information Science** State University of New York at Oswego
- **Minor in Business Administration** 2016 – 2020
Dean's List - Investment Club - Computer Science Club

Technical Skills

- **Data Science:** Python, SQL, HTML, CSS, Google Analytics, Google Sheets, Amazon Web Services (AWS)
- **Marketing:** Google Analytics, HubSpot CRM, Technical Writing, Wordpress, Web Design, Microsoft Suite, Canva