



Jessie Buss

PRODUCT MARKETING MANAGER

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STATUS & SKILL LEVELS

Adobe Creative Suite

Acrobat Pro

Microsoft Office

MailChimp

Zoho CRM

Management

SaaS Marketing

B2B Product Management

Telematics Devices

IoT Solution Sales

EDUCATION

BFA | Communications Design

Metropolitan State University of Denver

2008 - 2014

May 2020 - July 2020

Certificate | Product Manager

Certificate | Product Marketing Manager

Certificate | Advanced Management Training

Certificate | PM for Tech Companies

EXECUTIVE SUMMARY

Product Marketing Manager with 6 years' experience in marketing, design, product, business development, and strategy to guide yearly product revenue. Driven entrepreneurial mindset with strong verbal and written skills in technical communication of consumer goods, telematics, and IoT solutions. With advanced exceptional team building skills that ultimately yield higher profit results, increased product launches, and creating a productive working environment.

EXPERIENCE

Product Marketing Manager

Direct Communication Solutions Inc. (DCS) | Rancho Bernardo, CA | Oct 2018 - Present

Own the Go-To-Market strategy and oversee the commercialization of the company's product portfolio, work with development, engineering, sales, and operations team.

- Successfully enabled 2 new Platform-as-a Service (PaaS) solutions and 1 mobile application with Bluegrass Cellular, Cellcom Wireless, and US Cellular from 2019 - 2020.
- Increased average ARPU of \$3.10 to \$4.40 for MiFleet platform solution.
- Successfully launched a total of 4 new Software-as-a-Service (SaaS) solutions increasing company year revenue by \$3M in the first year.
- Improved sales performance of key product line by 10% through development of product road maps, market intros, and sales training.
- Execution of go-to-market product strategies resulting in signification funnel growth of new customer wins of additional 300 ads / mo.
- Tripled product offerings and more than \$1M in incremental annual revenues at significantly higher profitability.
- Implemented self help tools lightening technical support assistance by 22% and saving the company \$30,000 within the first year of deployment.
- Grew subscribership 100% year over year.
- Supported \$16M in hardware product management for DCS distribution center.
- Aided in implementing internal processes reducing customer wait times by 1 week and increasing customer satisfaction by 13%.

Senior Graphic Designer

Gatorz Eyewear | Carlsbad, CA | Sept 2017 - April 2018

Grow product sales and attract new product revenue through trade show presence resulting in an 8% spike based on brand recognition of product.

- Establishing a professional brand across various marketing resulting in 20% revenue increase.
- Implementing new methods of packaging operations decreasing product overall cost by 5%.
- Generated \$1M in revenue through trade show presence on 3 new products in the first year.
- Managed the relationship, prepared content and approved posts with internal social media manager raising our Instagram followers by 32%.

Marketing Manager

Gravity Welding & Fabrication | Arvada, CO | Jan 2015 - July 2017

Increase brand awareness, execute business operations strategy, implement key relationships building high value partnerships, and generate 100% of business sales.

- Providing exceptional customer service and support which increased repeat customers by 43% within the first year.
- Strategized and implemented new operational monitoring plan ultimately reducing overall business expenses by 35% after the second year.
- Maintained high level of customer satisfaction with a 5 star business Yelp and Google rating.
- Executed a financial marketing plan to deploy multiple strategies in various networking sites in order to gain traction resulting in 17% customer awareness and call volume.