

Mark Tanner, BCA

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OBJECTIVE

As a product marketing manager who has a proven track record of exceeding objectives in dynamic and challenging environments, I am seeking a position with an avant-garde company that is determined to increase market share and revenue in a competitive marketplace.

EXPERIENCE

PRODUCT MARKETING

- Cross-functionally managed end-to-end WAP product proposition for Vodafone Ireland reversing declining revenue trend to double revenue and users within 12 months, becoming best practice in the Vodafone group for users and usage
- Performed 360-degree customer experience audit and functional overhaul of the WAP service
- Developed product strategy, forecasts and roadmaps for WAP incorporating communications, pricing, promotions, technology enhancements, community and loyalty building initiatives to exceed growth targets
- Analysed and reported customer usage and research data incorporating conclusions into product plan
- Identified, implemented and launched new services and promotional tools inline with product plan
- Internal promotion, training and education of WAP service

PROJECT MANAGEMENT

- Scoped, business-cased, planned and implemented cross-functional projects.
- Project managed implementation of strategically important projects including prepaid GPRS, GPRS Corporate Trials and WAP Chat.

INTERNET MARKETING

- Developed and contributed to web strategy for numerous high-traffic sites (top-5,000 most visited globally) to improve usability and increase traffic and loyalty.
- Developed strategic partnerships and relationships with high-profile technology companies such as Phoenix Technologies, Google and e-Toys.
- Developed and maintained numerous internet and intranet sites.
- Developed and implemented database strategy to capture and utilise visitor contact and demographic details leading to a database exceeding 100K within 12 months
- Designed, implemented and analysed targeted e-mail campaigns to capitalise on the extensive database, increasing sales on certain products by 200%
- Analysed and evaluated web traffic for strategic and operational plans.

EMPLOYMENT HISTORY

VODAFONE IRELAND. WAP PRODUCT MARKETING MANAGER
DUBLIN, IRELAND

2000 – 2003

Product Managed WAP and other related mobile data products such as consumer GPRS and Vodafone live! Mobile Internet for Vodafone, Irelands most popular Mobile Operator and the worlds largest mobile telecommunications company.

Mark Tanner, BCA, continued

NET NANNY LTD. Market Research Coordinator 1998 – 2000
VANCOUVER, BC

Contributed to overall marketing, research, web strategy and product development for the company's flagship product Net Nanny, Internet filtering software with \$1,000,000 annual sales.

VICTORIAN FRETWORK DESIGNS Owner 1996 – 1998
WELLINGTON, NEW ZEALAND

Self-employed venture, manufacturing, marketing, selling and distributing architectural adornments and Victorian style fretwork throughout New Zealand

EDUCATION

BACHELOR OF COMMERCE AND ADMINISTRATION 1997

Additional Credits in 1st-3rd year Computer Science courses
Victoria University of Wellington. Wellington, New Zealand

RELEVANT COURSES

- Marketing and Buyer Behaviour; Brand Management and Communications; Statistics for Business; Financial Accounting; Law of Commercial Obligations
- Computer Program Design; System and Program Development; Information Systems; Database Systems

PERSONAL INTERESTS

I have a passion for sports including rowing, rugby, marathons and triathlons. I enjoy creative pursuits including architecture, music, home restoration and on the lighter side, Karaoke.

REFERENCES

Available on request.