

MICHAEL ANDERSON

Product Development Manager

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A results-driven Milk Production Specialist with a comprehensive understanding of dairy product development and marketing strategies. Proven expertise in launching new dairy products and implementing effective marketing campaigns to drive consumer engagement. Strong background in market research and analysis, with the ability to identify trends and consumer preferences within the dairy sector.

WORK EXPERIENCE

Product Development Manager | Dairy Brand Solutions

Jan 2022 – Present

- Led the development of innovative dairy products from concept to launch.
- Conducted market research to identify consumer preferences and trends.
- Collaborated with production teams to ensure product feasibility.
- Developed marketing strategies to promote new product launches.
- Monitored product performance and adjusted marketing tactics as needed.
- Participated in trade shows to showcase new products to consumers.

Marketing Coordinator | Fresh Dairy Products

Jul 2019 – Dec 2021

- Assisted in developing marketing campaigns for dairy products.
- Conducted competitive analysis to inform marketing strategies.
- Coordinated promotional events and consumer engagement activities.
- Maintained relationships with retailers to enhance product placement.
- Analyzed sales data to evaluate marketing effectiveness.
- Supported the execution of social media marketing initiatives.

SKILLS

Product development

Market research

Marketing strategies

Consumer engagement

Cross-functional collaboration

Data analysis

EDUCATION

Bachelor of Science in Marketing

2015 – 2019

University of Marketing Sciences

ACHIEVEMENTS

- Successfully launched five new dairy products within the first year.
- Increased brand awareness by 30% through targeted marketing campaigns.
- Awarded Best New Product at the National Dairy Awards.

LANGUAGES

English

Spanish

French