

JENNIFER HOULE

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Product Marketing Manager

Highly motivated product marketing manager with extensive experience in product merchandising, direct mail, email, and SEO marketing. Demonstrates success in developing and executing product strategies that support business growth and financial objectives.

SKILLS

Plan Management & Execution
Project Management
Pricing & Competitive Analysis
Merchandising

Multi-Channel Marketing
Problem Resolution
Product Curation
Vendor Negotiations

Associate Product Manager

October 2011 – December 2020

Deluxe Corporation, Shoreview, MN

Managed promotional and apparel product lines across U.S. and Canada small business services unit.

- Developed and merchandised new product curations for multi-ecommerce sites and sales channels that achieved \$68.8M in annual revenue.
- Identified and established pricing strategies that met target gross margin goals of 36%.
- Developed quarterly toolkit promotions across multi-channels achieving \$733K in incremental revenue.
- Led vendor negotiations for calendar coop program resulting in a 1% revenue increase over prior year.
- Reduced pricing on water bottle category to align with competition and increase website conversion rates. Resulted in a .5% increased conversion rate.

Sr. Product Specialist

September 2008 – February 2010

Deluxe Corporation, Shoreview, MN

Managed and executed development of promotional products and apparel through multi-channel and multi-brand marketing strategies.

- Increased annual revenue by 15% by developing and merchandising new and unique promotional products to align with key vertical market segments.
- Assessed and implemented product line profit improvements by shifting top selling products to a new supplier and improving gross margins by 7-10 points.
- Collaborated with integrated marketing in the development of demand gen campaigns for website and direct mail. Campaigns resulted with a 1% response rate.
- Implemented a promotional products custom program for inside sales agents utilizing a third-party platform. Created significant awareness and delivered \$100K in revenue in the first year.

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Marketing Contractor

July 2007 – September 2008

Dahl Consulting (Position with Deluxe), Shoreview, MN

As contractor, managed marketing projects for promotional products, apparel, retail packaging, and signage product lines

- Managed the restructure and execution of a pricing strategy for apparel product line
- Performed competitive analysis for retail packaging and apparel product lines
- Worked cross functionally with internal resources and suppliers on product plans to launch retail packaging across multi channels
- Defined and implemented promotional products price increase
- Developed a PDF catalog for promotional product line, used for internal sales initiatives

Marketing Specialist

February 2001 – June 2006

Deluxe Corporation, Shoreview, MN

Planned and implemented marketing programs and projects to drive volume, revenue and profit through customer acquisitions and retention programs

- Co-led product development and merchandising efforts to launch promotional products within Deluxe Small Business Services unit.
- Performed competitive and pricing analysis for re-launching business cards and stationery product line
- Conducted external and internal customer research

Merchandise Developer

February 2000 – February 2001

PlaidMoon.com (A Deluxe Company), Shoreview, MN

Data Analyst

September 1998 – February 2000

Deluxe Corporation, Shoreview, MN

Customer Service Representative

August 1994 - September 1998

Deluxe Corporation, Shoreview, MN

EDUCATION

St. Catherine University, Saint Paul, MN

Course work in Business Management/Marketing