

# JENNY ARGUS

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7740 Vantage Point  
Pacific Palisades, CA 77562

Seeking Position As:

## PRODUCT MANAGEMENT/ MARKETING DIRECTOR

Reliable, dedicated and focused Product Manager has over 12 years of solid experience in product management and marketing in the manufacturing and business process services industry. Approachable, outgoing and loyal executive has quickly moved up the ranks starting in technical sales up to current position as product manager. Proven track record in product management and marketing, as well as project management, personnel management/ supervision and process improvement and innovation; consistently delivers results within established deadlines and budgets. Accomplished executive has been duly recognized by employers, clients and peers for functional excellence; multilingual candidate is fluent in English, Cantonese and Mandarin and has established valuable contacts within this cultural sector.

- ✦ Executive Administration/ Assistant
- ✦ Efficient in Organization & Multitasking
- ✦ Excellent Interpersonal Skills
- ✦ Skillful Communicator & Scheduler
- ✦ Exceptional Customer Service Abilities
- ✦ Detail-Oriented/ Creative Problem Solver

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## PROFESSIONAL EXPERIENCE

### California Eastern Laboratories

Feb 2006 – Present

Product Manager  
Santa Clara, CA

- ✦ Managed and promoted NEC RF semi-conductors; analyzed new product positioning, pricing, and market competition.
- ✦ Oversaw product life cycle from new product launch to last time buy notice; worked closely with field sales managers to monitor corporate forecast analysis.
- ✦ Developed and implemented an efficient quotation process and its procedures to align with the corporate strategy.
- ✦ Monitored distribution channels and direct customer quoting and ordering activities; prepared and presented monthly business trend and forecast delta explanations to upper management.

### Ma Labs

Aug 2004 – Feb 2006

Product Manager  
San Jose, CA

- ✦ Established and maintained business relationship with key vendors; led vendors and marketing to implement product positioning, pricing, and marketing strategies.
- ✦ Provided technical suggestions and recommendations to internal sales and customers; served as champion for new initiatives in expanding products and services.
- ✦ Managed P & L of product lines to be in line with company's goal; analyzed and evaluated marketing data and information relevant to the product lines.

### Synnex Corporation (NYSE: SNX)

Feb 2001 – Aug 2004

Product Manager  
Fremont, CA

- ✦ Developed product positioning, value proposition and competitive statements; served as a product expert in educating the sales force and customers about product capabilities.
- ✦ Performed marketing program revenue forecasting; forecasted expenses in the coordination of budget and planning activities.
- ✦ Analyzed the external marketplace, customers, and competitors to determine the right products to carry, stocking level, and product positioning.
- ✦ Coordinated with vendors for product allocations, promotional programs, demand creation, and incentive programs.

- ✦ Designed and developed sales/marketing material, sales training, and presentations; managed cross-functional project development activities including white-box PC, white-box notebook, PC home entertainment center, and digital home.

**Kaser Corporation**

Sept 1998 – Jan 2001

Product Marketing Manager

*Fremont, CA*

- ✦ Performed market research and competitive analysis reports in PDA market; identified business requirements, and developed the strategy for product features.
- ✦ Worked side-by-side with the team to define priorities for the website improvements and product offerings.
- ✦ Managed cross-functional product launch efforts, including product launches, pricing, positioning, collateral development, roadmaps, and end of life plans.
- ✦ Worked closely with engineers, QA, and technical writer to ensure appropriate design, schedule, and quality of all products.
- ✦ Worked with management to drive revenue forecasts and deliver on established revenue objectives.

**East Gate Micro, Inc.**

June 1996 – Sept 1998

Technical Sales Manager

*Milpitas, CA*

- ✦ Built business relationships with resellers and system integrators; prepared customized proposals to perspective and existing customers.
- ✦ Handled direct sales to all potential clients in the assigned territory; sold and configured computer systems, servers, and RAID systems.
- ✦ Communicated product offerings, quotations, and terms to customers effectively; acquired and maintained customer base.
- ✦ Prepared and submitted account activity reports to provide forecast and planning information to senior management.

## EDUCATION & TECHNICAL SKILLS

**Hawaii Pacific University**

Masters in Business Administration, Total Quality Management, 1996  
Honolulu, HI

**Hawaii Pacific University**

Bachelor of Arts in Management, 1993  
Honolulu, HI

Proficient in Microsoft Office Suite  
Fluent in English, Cantonese, and Mandarin

*References Gladly Provided Upon Request*