

DANIEL ROBINSON

Royse City, TX (DFW Metroplex / Remote-capable)
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SUMMARY OF QUALIFICATIONS

Mid-level Product Marketing Manager with extensive background in product management, field marketing, outside B2B sales, and account management in aerospace composites, residential/commercial construction products, plastic/metal fabrication, material converting, lamination and die-cutting of foams and pressure-sensitive adhesives used for gasketing/sealing and packaging. Over 5 years' experience working remotely, and highly competent in conducting both virtual and in-person classroom training sessions and sales presentations. Ability to effectively liaison between marketing and sales teams, developing product marketing materials and resources, identifying market capitalization strategies, and conducting on-site product sales training for new national sales distribution accounts.

MEASURABLE ACHIEVEMENTS

- Managed product sales training for new 37-branch national distributor, Cameron Ashley Building Products (2019-20).
- Led design and production of new TYTAN Professional catalog & application guide (2019).
- Top salesperson at LGS Technologies (2018) with 43% increase in new business sales.
- Closed new account with >\$1 Million first-year sales in die-cut goods at LGS Technologies (2017).
- Exceeded yearly goal of \$200,000 (2013) and \$300,000 (2014) in new custom packaging sales at Guardian Packaging.
- First part-time Enterprise employee ranked #1 on Management Trainee matrix for sales, ESQI and net other (2007).

SKILLS AND ABILITIES

- Product management
- Executive-level communications
- Technical copy writing
- Design team management
- Digital & social media marketing
- Product training
- Sales enablement
- Technical curriculum development
- Sales engineering
- Field tech service
- New product validation
- Problem Solving
- Sales presentation & public speaking
- Government contract review
- Corporate account management
- New business development
- Agile Project Management
- Trello / Jira / Microsoft Planner
- Excel (pivot tables, charts)
- Adobe Photoshop
- Google Analytics

EXPERIENCE

Product Marketing Manager | Selena USA / TYTAN Professional January 2019 – July 2020

Product Manager and field service technician for the United States and Canada, actively supporting sales staff both in-person and remotely through virtual resources as resident product expert. Managed product marketing, including catalog design, website, product photography and technical copy writing.

- Managed all internal and external product sales training, both virtual and in-person.
- Traveled to Poland for evaluation of new gasket foam product development.
- Led final field validation of new gasket foam product.
- Worked with marketing and product development teams to establish go-to-market strategy for new products.
- Organized and ran TYTAN booth at various trade shows across the US.
- Led Construct Connect project - oversaw completion, optimization and implementation of 5-point Manu-Specs.

Technical Sales Engineer | LGS Technologies

December 2015 – January 2019

Managed large territory of manufacturers from wide range of industries, including electronics, medical, aerospace, defense, military, oil/gas, transportation, residential safety, product development, and others. Maintained and grew existing accounts while developing new business, resulting in 85% increase in yearly sales.

- Took over marketing, ad design & social media management for the company.
- Organized Foam Expo trade show booth in Novi, MI (2017).
- Met/exceeded company sales goal every year with LGS.

Outside Sales Account Manager | Guardian Packaging

December 2012 – December 2015

Developed new business and maintained previously established customer accounts. Worked closely with engineering and design departments to develop foam and corrugated protective packaging solutions to fit customer needs.

- Completed fast start sales program by generating \$50,000 in sales within six months of start date.
- Added 26 new accounts within first two years with Guardian.

- Assisted management & marketing team in re-branding project.

Inside Sales Specialist | Cytec Solvay
Management Assistant | Enterprise Rent-A-Car

August 2008 – October 2012
June 2006 – August 2008

OTHER EXPERIENCES AND TRAINING

Google Analytics Certification	2020
Agile Project Management class; Agile Delivery	2020
3M Business Planning & Sales College	2018
3M Digital Marketing Bootcamp	2018
3M Converter College	2016
Texas A&M – Commerce Leadership Summit	2007
Freshman Leadership Class, Texas A&M - Commerce	2002

EDUCATION

Texas A&M University – Commerce, BBA Marketing May 2008