

CAREER MARKETING PLAN TEMPLATE

Hypothesis	Target Industry	Technology		
	Target Sub-Industries	(1) Digital / Social Media	(2) Internet Services or Cloud Computing	(3) Software
	Target Function	Product Marketing / Management		
	Target Companies	Companies: 1. Facebook 2. Zynga 3. Twitter 4. LinkedIn 5.	Companies: 6. Amazon 7. Salesforce 8. Google 9. Yahoo! 10. eBay	Companies: 11. Apple 12. Microsoft 13. Adobe 14. 15.
	Target Position / Title	Product Management Intern		
	Target Description / Duties	Work with product team, sales organization and corporate marketing group to drive projects (such as defining and implementing a customer communications strategy). Define market research studies to gain knowledge of user attitudes and behavior and develop programs that optimally position our products. Skilled in analyzing products, customers and market dynamics. Ability to manage multiple projects in dynamic and fast moving space. Outstanding written and oral communication skills. An understanding of the search, online advertising and web-publishing markets. Demonstrated capacity for development and applying strategy.		
	Job Output / Business Impact	Position product in the marketplace to drive revenues and maximize market share		
Product	Relevant Competencies	Skills (work and volunteer): • Strong analytical and problem solving from Electrical Engineering experience • Team and cross-functional leadership skills and experience – managing a team of 14 • Project management strengths • Research and investigative skills • Strong interpersonal skills and presentation skills	Interests/Knowledge/Education: • Interest in technology with emphasis on digital and social media and the internet • Software development experience • Competitive research • Fluent in Mandarin Chinese	Traits/Characteristics: • High initiative • Sense of humor • Proactive • Team-oriented • Creative and results-orientation
	Accomplishments	• Conducted competitive intelligence analyses used to land \$20 million contract • Awarded highest marks in customer milestone review due to verification plans and detailed project management plan • Led team to develop performance simulation model under significant time constraints • Lead Analyst on defeat of incumbent company in a \$70 million bake-off		
	Other Important Information	Selected into competitive Engineering Leadership Program. One of 6 out of 100+ applicants. Awarded 5 Team Excellence Awards		

Place	Target Market	<p>Geographic Location: San Francisco Bay Area or Silicon Valley</p> <p>Ideal Work Environment (size, type, culture, etc) Flat organizational structure in a fast-growing, team-oriented culture where innovation is encouraged</p>
Price	Compensation/Benefits	<p>Base pay range desired: \$100,000 to 125,000 annual salary with bonus for meeting performance objectives</p> <p>Additional benefits desired: Ideally 3-week vacation in first year</p>
Promotion	Positioning Statement	From my 7 years of experience in engineering, I have gained a solid set of skills directly relevant to product management in a tech company. I have successfully led teams in managing software development and have strong research, problem solving and project management skills. I am completing my first year of my MBA program at Haas School of Business and am very interested in learning more about product management within the digital and social media sector.
Action Plan	Next Steps / Networking Targets	<ol style="list-style-type: none"> 1. Join DMAC and other relevant clubs. Pursue an officer role in Spring Semester. 2. Conduct informational interviews with relevant 2nd year career coaches and meet all second years who have worked in my target companies. 3. Explore setting up an independent study in Spring to fill in experience gaps. 4. Identify alumni in target companies