



# Derek Chen

## Channel Marketing Manager

 (555) 567-8901

 derek.chen@email.com

 San Francisco, CA

### Professional summary

Results-driven Channel Marketing Manager with 8+ years of experience optimizing partner relationships and increasing channel sales. Proficient in B2B marketing, vendor management, and program development to support business growth.

### Experience

Channel Marketing Manager April 2017 - Now

#### CloudTech Solutions | San Francisco, CA

- Manage relationships with 15+ channel partners, resulting in a 40% increase in annual revenue.
- Design partner training programs that boosted sales teams' performance by 30%.
- Develop co-branded marketing campaigns that generated \$2M in new business annually.
- Regularly evaluate partner performance metrics to refine marketing strategies.

Partner Marketing Specialist May 2014 - March 2017

#### Blue Horizon Software | San Jose, CA

- Assisted in the creation of joint marketing plans with key partners, increasing lead conversion rates by 25%.
- Coordinated webinars and co-host events to engage potential clients and build stronger partnerships.
- Collaborated with internal teams to align partner campaigns with overall company goals.
- Maintained detailed reports on campaign performance for stakeholder review.

### Education

**Bachelor of Science in Business Marketing of San Jose State University | San Jose, CA**

### Skills

Channel sales optimization

Expert

B2B marketing strategies

Expert

Partner training and enablement

Expert

Data analysis and reporting

Expert

Co-branded campaign management

Expert

Strategic partner relationship building

Expert

### Links

LinkedIn: /in/derekchen

### Awards



2022 Partner Marketing Excellence Award,  
CloudTech Solutions



2020 Top Innovator in Channel Marketing,  
San Francisco Marketing Association