
Anne T. Duhon

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QUALIFICATIONS SUMMARY

Results-oriented Product Innovator with 30 years of continuous and progressive experience. Highly knowledgeable in diverse areas of business including Marketing, Project Management, IT and Manufacturing.

AREAS OF STRENGTH

- Key Account Management
- Customer Service
- Project Management
- Sales Support
- Goal Setting
- Consumer Products Marketing
- Strategic Sourcing
- Product Development

PROFESSIONAL EXPERIENCE

Commemorative Brands, Inc., Austin, TX

Sept. 1991 – Current

Senior Product Innovator (November 2014 – Current)

- Responsible for partnering with key stakeholders in the development of new collections and innovative designs under the brand names ArtCarved Celebrations of Life, ArtCarved Class Rings, Balfour Class Rings, Keepsake Class Rings, Keepsake Family Jewelry, Balfour Military, and Keepsake Bowling.
- Liaisons with manufacturing partners to develop and maintain quality standards and delivery expectations for new products
- Works effectively with overseas, non-native English speaking vendors.
- Manages timelines and communications across all departments to ensure schedules for product introductions and manufacturing are met.
- Generate product roadmaps and release schedules in order to drive execution forward.
- Define and document product requirements, features, and functionality.

College Project Manager (Mar. 2013 - May 2014)

- Served as College Marketing Ecommerce liaison, prioritizing projects by allocating limited resources based on account relationships and revenue generation.
- Eliminated multi-year ecommerce backlog in six months, improving account satisfaction and freeing internal resources for core platform improvements
- Facilitated the internal coordination to create and implement custom websites by strategizing with Sales, Ecommerce Product Manager and Client.
- Key Account management of marketing and merchandising program execution for Independent Salesforce including direct mail campaigns, asset collection for custom marketing materials and processing field merchandising requests.
- Employed companies ERP system to manage key account order delivery management.
- Utilized companies CRM systems to research contract inquiries.

Product Development Manager (Mar. 2008 - Mar 2013)

- Grew company's revenue by developing action plans for new product/feature introductions.
- Crafted new product and feature concepts for existing and new product categories based on consumer trends and research.
- Coordinated and managed resources of internal teams and external partners to execute new product/feature initiatives from initial concept through market launch, including prototype design, manufacturing testing, product approvals, consumer research and product availability.
- Created product pricing recommendations based on cost estimates and margin guidelines.
- Partnered with Brand Managers to create new product/feature account presentations and market introduction materials.

- Orchestrated largest product launch within a single year with two expansion lines of over 20 products in total, targeting new consumers.
- Established strong working relationships with key internal and external partners to improve existing products and processes.

Special Markets Project Manager (Sept. 2006 – Mar. 2008)

- Managed web site strategies for all brands to ensure brand and customer web sites were fully leveraged.
- Implemented all web site programs and strategies.
- Analyzed web site financial results (ROI).
- Managed the development and implementation of new product development process for screening product ideas, conducting feasibility studies and identifying new product concepts.
- Project managed test implementation plans including research, product positioning, product creation, promotional support materials, merchandising and display needs and consumer advertising plans.
- Managed processes to measure customer satisfaction and brand perception.
- Participated on two Continuous Improvement teams to improve New Product efficiencies.

Associate Marketing Manager, Military and Specialty Markets (Aug. 2002 – Sept. 2006)

- Supported in the development of a three-year marketing, product and pricing strategy plan for the Keepsake Bowling and Balfour Military programs.
- Responsible for annual marketing strategy development and execution.
- Conducted consumer and trade research to determine consumer needs and product trends.
- Managed the creation of promotional materials including brochures, direct mail pieces, posters, flyers, and promotional giveaways.
- Conducted regular program analysis for all bowling and military programs.
- Leveraged and supported key customer online initiatives.
- Developed sales presentations and participated in key account calls.
- Led two and participated on eight Continuous Improvement teams within a 12 month period.

Repair Supervisor (Sept. 1999 – Aug. 2002)

Managed a team of 20 Repair Entry Specialists. Established workload priorities, procedures, work assignments, and staffing requirements.

IT Support Supervisor (Mar. 1996 – Sept. 1999)

Managed a team of six Data Analysts responsible for configuring and maintaining exceptionally complex products, features and options to enable customer ordering and manufacturing production.

Production Supervisor (Aug. 1993 – Mar. 1996)

Supervised a team of four with planning and scheduling production work in process.

In-School Coordinator (Sept. 1991 – Aug. 1993)

Served as key contact for in-school sales team to oversee and direct customer order entry.

COMMUNITY/VOLUNTEER ACTIVITIES

Texas Ramp Project

June 2011 - current

Girl Scout Volunteer

August 2012- current

Kyle United Methodist Church

June 2010-current

Board Member For the Love of Go

August 2020-current

EDUCATION

Walden University, MN

Aug. 2008- Sept. 2010