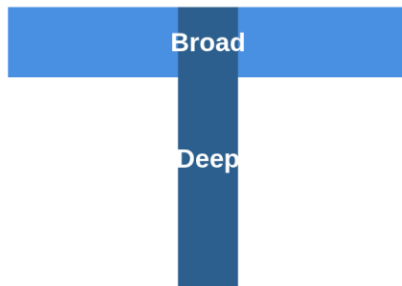


T-Shaped Skills Analysis

Kelly | Product Marketing Manager
Physical Security Industry

What is a T-Shaped Professional?



- Horizontal bar: Broad knowledge across domains
- Vertical bar: Deep expertise in specializations
- Value: Versatility + Specialization

Deep Expertise – The Vertical Bar

Core Specializations

Physical Security & Video Surveillance

VMS architecture • Solar surveillance • Technical specs • Industry standards

Technical Product Marketing (B2B)

Technical-to-business translation • Sales enablement • Product positioning

Bilingual Communication (EN/ZH)

Professional fluency • Cross-cultural communication • APAC expertise

Broad Knowledge – The Horizontal Bar

Range of Capabilities

Technical Writing

Documentation, specifications

Marketing Operations

CMS, automation, workflows

Project Management

Business analysis, optimization

Financial Analysis

Investment, real estate modeling

Data Analysis

Competitive analysis, research

Web Development

WordPress, CMS basics

Competency Scale Explained

5/5 - Expert

Authority

4-4.5/5 - Advanced

Professional confidence

3-3.5/5 - Working Knowledge

Independent execution

2.5/5 - Foundational

Needs support

Knowledge Gaps & Growth Areas

Opportunities for Development

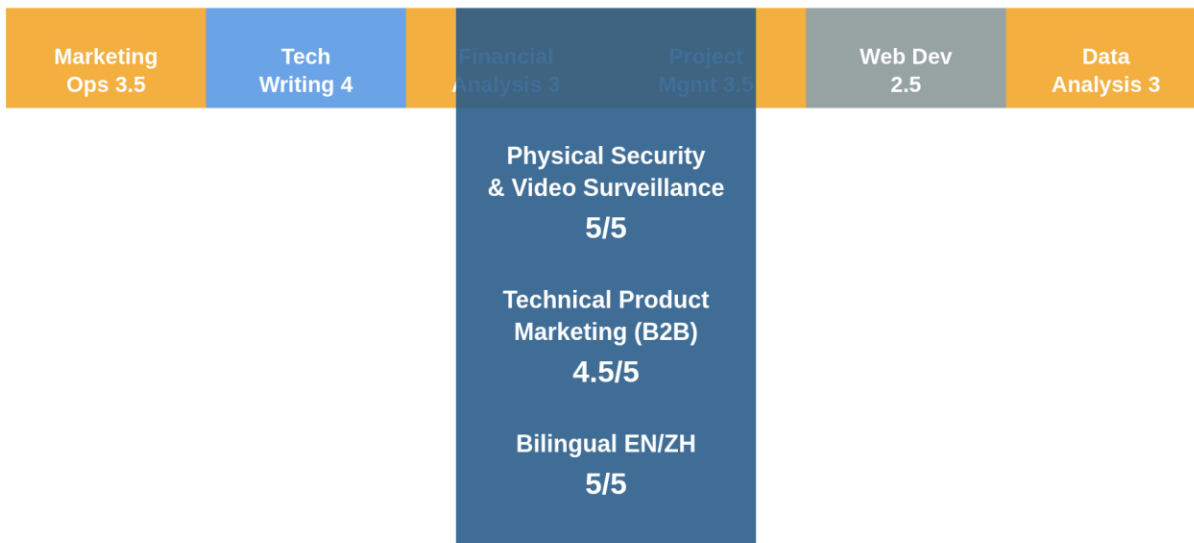
- Advanced marketing automation platforms
- Formal PM certifications (PMP, Agile)
- Professional financial planning credentials
- Advanced data analytics and BI tools
- Custom web development frameworks

Areas Requiring Clarification

Key Questions for Assessment

- Marketing strategy vs. execution scope
- Direct team leadership experience
- Customer-facing responsibilities
- Formal certifications and credentials
- Scale of operations managed

Kelly's Complete T-Shaped Profile



Assessment Confidence Level

75%

Overall Confidence

✓ High Confidence

- Core technical expertise
- Product marketing skills
- Bilingual capabilities

? Moderate Confidence

- Strategic planning scope
- Leadership experience
- Formal credentials