



# Emily Johnson

## Associate Product Manager

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### SUMMARY

Dynamic marketing professional with over 2 years of experience in product management and marketing strategies. Proven ability to work collaboratively in team environments and excel in fast-paced settings. Highly skilled in developing marketing materials, managing product lifecycles, and conducting market research. Strong communicator with a detail-oriented approach to problem-solving. Eager to contribute to innovative marketing solutions and drive impactful results within a new team.

### STRENGTHS

- 👥 Collaboration**  
Frequently sought by peers for insights on product development challenges, cultivating a culture of teamwork.
- 🔄 Adaptability**  
Quickly adjusted strategies based on evolving market trends, ensuring product relevance.
- 💡 Creativity**  
Developed innovative training materials that significantly improved user understanding of new products.
- 🔧 Problem Solving**  
Recognized for exceptional analytical skills in assessing product performance and implementation strategies.
- 🗣️ Communication**  
Consistently commended for clear and engaging presentations, enhancing collaboration between departments.

### SKILLS

Product Lifecycle Management

Market Research and Analysis

Content Creation and Marketing

Strong Verbal and Written Communication

Proficient in Microsoft Office Suite

Cross-Functional Teamwork

Training Development

Digital Marketing Strategies

### EXPERIENCE

#### Product Marketing Assistant

Creative Marketing Agency 📅 June 2024 - Present 📍 Evanston, IL

Focus on developing and implementing product strategies while collaborating closely with the marketing team. This role enhances coordination among cross-functional teams for successful product launches.

- Collaborate with marketing team members to design effective product strategies.
- Manage daily inquiries related to products, aiding sales initiatives with essential training materials.
- Conduct market research to identify current trends and understand customer preferences.
- Contribute to product launch activities that elevate brand visibility within various markets.

#### Marketing Intern

Marketing Innovations Group 📅 January 2024 - May 2024 📍 Chicago, IL

Supported generation of marketing collateral while assisting in new product training sessions. Played a crucial part in analyzing feedback for continuous improvement of offerings.

- Assisted in crafting marketing materials that align with targeted product launches.
- Engaged with product teams to analyze consumer feedback for optimizing product features.
- Aided in social media content creation to expand brand reach online.
- Participated in organizing training sessions aimed at enhancing sales capabilities.

### LEADERSHIP & AWARDS

- Recipient of the Employee of the Month Award for outstanding performance in product strategy development.
- Achieved recognition for excellence in creating impactful marketing materials.

### EDUCATION

#### Bachelor of Arts in Marketing

University of Illinois at Chicago 🎓 GPA: 3.6 📅 2023 📍 Chicago, IL

**Coursework:** Product Management, Digital Marketing, Consumer Behavior, Strategic Marketing

### CERTIFICATIONS

- Certified Product Marketing Manager (CPMM) 📅 2025
- Google Analytics Certification 📅 2026

### TECHNICAL SKILLS

- **Microsoft Office Suite:** Excel, PowerPoint, Word
- **Web Content Management:** WordPress, Drupal, HTML
- **Marketing Automation Tools:** HubSpot, Marketo, Mailchimp
- **Social Media Platforms:** Facebook, LinkedIn, Twitter
- **Analytics Tools:** Google Analytics, Hootsuite, SEMrush

## Social Media Management

Analytical Skills

Competitive Analysis

Project Coordination

Customer Feedback Assessment

Brand Positioning

Sales Support Materials

Trend Identification

- **Graphic Design Software:** Adobe Photoshop, Canva, Adobe Illustrator
- **Data Visualization Tools:** Tableau, Power BI
- **Digital Advertising Platforms:** Google Ads, Facebook Ads, LinkedIn Ads
- **Survey Tools:** SurveyMonkey, Qualtrics, Google Forms
- **Collaboration Tools:** Slack, Asana, Trello

## PROFESSIONAL AFFILIATIONS

- Active member of the American Marketing Association for networking and educational opportunities.
- Volunteer with local nonprofits to assist in their marketing efforts, fostering community engagement.

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



● Product Marketing Assistant  
at Creative Marketing Agency  
(1.9 Years)

● Marketing Intern at  
Marketing Innovations Group (4  
Months)