

Emily Johnson

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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.

EXPERIENCE

Product Marketing Assistant

June 2024 - Present

Creative Marketing Agency

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

January 2024 - May 2024

Marketing Innovations Group

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

2023

University of Illinois at Chicago GPA: 3.6

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
- **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

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
- Social Media Management
- Analytical Skills
- Competitive Analysis
- Project Coordination
- Customer Feedback Assessment
- Brand Positioning
- Sales Support Materials
- Trend Identification

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.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST