



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.

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

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

Social Media Management

Analytical Skills

Competitive Analysis

Project Coordination

Customer Feedback Assessment

Brand Positioning

Sales Support Materials

Trend Identification

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)

- **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