



# Emily Johnson

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## SUMMARY

Dynamic product management professional with over a decade in leading teams to execute strategies in fast-paced settings. Proven capability to align business objectives with customer insights, resulting in actionable product directions. Experienced in guiding high-performing teams, nurturing talent, and fostering collaborative cultures. Adept at driving integrated roadmaps that ensure alignment across multiple departments. Committed to delivering successful product launches while maintaining oversight on team progress. Looking forward to bringing strategic leadership and innovative solutions to elevate company growth and enhance the customer experience.

## EXPERIENCE

### Director of Product Management

June 2019 - Present

Tech Innovations Inc.

*Naperville, IL*

Lead and mentor a dynamic product management team, focusing on strategy across various domains. Build strong cross-functional relationships to ensure timely and effective execution. Drive solid business cases for new projects, securing vital stakeholder support. Enhance team productivity through Agile methodologies.

- Own product strategy and integrated roadmaps while aligning them with business goals.
- Serve as the bridge between executive leadership and other departments for effective problem resolution.
- Develop a high-performing product management team by prioritizing talent development.
- Foster collaboration across teams to clarify and shape product direction.

### Senior Product Manager

March 2015 - May 2019

Creative Solutions Group

*Aurora, IL*

Managed extensive product development initiatives for a prominent e-commerce platform. Enhanced user experience while driving conversion rate improvements through analytical insights. Worked closely with cross-functional partners to facilitate smooth product launches.

- Conduct thorough market research and gather customer feedback to inform product strategy.
- Develop and maintain partnerships across different functions to support product releases.
- Analyze performance data to uncover opportunities for further enhancements.
- Streamline workflows, resulting in more efficient product launches.

### Product Manager

January 2013 - February 2015

NextGen Enterprises

*Chicago, IL*

Spearheaded the launch of groundbreaking products while collaborating with marketing and sales teams to ensure market alignment. Used data analysis to continuously improve both performance and features of existing products.

- Coordinate new product launches, ensuring readiness through effective teamwork.
- Gather essential data to analyze product performance and adjust features accordingly.
- Collaborate closely with marketing to design impactful promotional strategies.
- Create reports detailing product trends and consumer feedback.

## LEADERSHIP & AWARDS

- Leadership Excellence Award, Tech Innovations Inc. (2022)
- Best Product Launch Recognition, Creative Solutions Group (2018)

## EDUCATION

### Bachelor's Degree in Business Administration

2012

University of Illinois | GPA: 3.8

*Champaign, IL*

*Coursework: Marketing Research, Consumer Behavior, Strategic Management, Data Analysis*

## CERTIFICATIONS

- Certified Scrum Master (CSM) | 2020
- Agile Certified Product Manager (ACPM) | 2021

## TECHNICAL SKILLS

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- **Project Management Tools:** Trello, Asana, JIRA
- **Analytics Tools:** Google Analytics, Tableau, Excel
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Document Management:** Confluence, Google Drive, SharePoint
- **Productivity Software:** Microsoft Office Suite, Notion, Airtable
- **Design Software:** Figma, Adobe XD, InVision
- **Development Frameworks:** React, Node.js, Ruby on Rails
- **Testing Methodologies:** A/B Testing, User Acceptance Testing, Regression Testing
- **Research Methods:** Surveys, Focus Groups, Interviews
- **Agile Methodologies:** Scrum, Kanban, Lean

## SKILLS

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- Product Strategy
- Agile Methodologies
- Cross-Functional Collaboration
- Team Development
- Data Analysis
- Stakeholder Management
- E-commerce Experience
- Business Case Development
- Performance Metrics
- Market Research
- User Experience Design
- Innovation Management
- Communication Skills
- Project Management
- Customer Insight Analysis

## PROFESSIONAL AFFILIATIONS

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- Member, Product Management Association.
- Volunteered, Local Business Development Group.

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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

## REFERENCES

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AVAILABLE ON REQUEST