

Emily Johnson

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SUMMARY

Dynamic Group Product Manager with 8 years of product management experience. Collaborate within teams to create innovative marketing strategies and manage resources efficiently. Strong negotiation skills lead to mutually beneficial vendor partnerships, ultimately reducing costs and enhancing product value. Successful leadership fosters a culture of collaboration, pushing teams toward exceeding expectations. Market analysis informs product development decisions, ensuring offerings align with trends. Committed to leveraging insights that drive profitability and customer satisfaction, eager to contribute to organizational success by optimizing product performance and implementing strategic changes.

EXPERIENCE

Group Product Manager June 2021 - Present
Innovative Health Products *Naperville, IL*

Lead diverse product management teams overseeing product lifecycle from conception through launch. Establish effective marketing initiatives that promote health products across multiple channels. Negotiate favorable pricing and terms with suppliers for optimal cost control. Conduct market research that encourages innovative product enhancements aligning with consumer needs.

- Managed product teams delivering efficient project execution on health-related products.
- Negotiated prices with vendors enhancing the profitability of existing lines.
- Led cross-functional collaboration to streamline training for sales forces, enhancing informed promotions.
- Analyzed best-selling items, directing budget allocation towards high-demand innovations.

Product Manager March 2018 - May 2021
TechGear Solutions *Chicago, IL*

Oversaw comprehensive product lifecycles for tech accessory lines, from ideation phases through market introduction. Formulated strategically aligned marketing campaigns resulting in increased brand visibility and robust sales growth. Engaged proactively in negotiations which materially improved product feature sets while minimizing expenses.

- Planned project timelines aligning product development cycles with seasonal sales forecasts.
- Streamlined vendor relations, boosting product portfolio value without altering budgets.
- Provided actionable insights through regular competitive analyses, maintaining market position.
- Mentored junior team members on product specifics and marketplace dynamics.

Associate Product Manager January 2016 - February 2018
Health Innovations Co. *Peoria, IL*

Assisted senior management in coordinating successful product launches for various health solutions. Drove thoughtful market research efforts that guided product revisions necessary for user satisfaction. Supported implementation of marketing strategies that significantly boosted awareness of novel health technologies.

- Collaborated closely with engineering and marketing teams for coherence and timing during project rollouts.
- Implemented feedback loops involving customers that directly influenced product iterations.
- Facilitated workshops aiding product courses which bolstered sales reps' understanding greatly.
- Executed routine reviews assessing product effectiveness leading to significant adjustments.

LEADERSHIP & AWARDS



- Product Manager of the Year for Innovative Solutions at TechGear Solutions in 2020.
- Received Leadership Excellence Award for mentorship within Innovative Health Products in 2022.

EDUCATION

Bachelor's Degree in Business Administration 2015
University of Illinois GPA: 3.8 *Champaign, IL*

Coursework: Marketing Strategies, Financial Analysis, Consumer Behavior, Product Development

CERTIFICATIONS

- Certified Product Manager (CPM)  2022
- Project Management Professional (PMP)  2021

TECHNICAL SKILLS

- **Market Research Techniques:** Surveys, Focus Groups, Customer Interviews
- **Analytical Tools:** Google Analytics, Tableau, Excel
- **Project Management Methodologies:** Agile, Waterfall, Lean
- **Design Software:** Adobe Suite, Microsoft Visio, Sketch
- **CRM Systems:** Salesforce, HubSpot, Zoho CRM
- **Communication Tools:** Slack, Zoom, Microsoft Teams
- **Statistical Analysis Tools:** SPSS, R, Python
- **Prototyping Software:** InVision, Figma, Balsamiq
- **Collaboration Platforms:** Trello, Asana, JIRA
- **E-commerce Platforms:** Shopify, WooCommerce, Magento

SKILLS

- Product Management
- Strategic Planning
- Brand Management
- Product Development
- Market Research
- Inventory Management
- Customer Engagement
- Cross-Functional Teamwork
- Team Leadership
- Sales Strategy
- Data Analysis
- Continuous Improvement
- Vendor Negotiation
- Financial Acumen
- Trend Forecasting
- Stakeholder Communication

PROFESSIONAL AFFILIATIONS

- Member of the Product Management Association, actively engaging in contemporary discussions and workshops.
- Volunteer with local business incubator mentors aspiring entrepreneurs on product strategy.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST