



# Emily Johnson

## Product Manager II

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### SUMMARY

Dynamic Product Manager with over 5 years of experience driving product strategy and innovation within competitive markets. Proven track record managing product lifecycles, leading cross-functional teams, and executing successful product launches. Collaborating effectively with various functional groups led to successful deliverables, ensuring customer needs align with business goals. Expertise in leveraging advanced business models for product development while succeeding under pressure. Eager to contribute strategic insights for market growth and profitability, committed to optimizing product strategies that drive customer engagement.

### STRENGTHS

#### Cross-functional Collaboration

Designed projects enhancing team synergy across all tiers, celebrated for establishing smooth workflows.

#### Strategic Thinking

Pioneered development strategies creating successful pathways in competitive landscapes, insight sought by peers.

#### Market Analysis

Produced valuable insights through extensive market research, informed decisions minimizing risks effectively.

#### Customer Engagement

Championed initiatives increasing user satisfaction, integral in cultivating lasting relationships with key accounts.

#### Problem-solving Aptitude

Adopted innovative approaches addressing complex challenges, resulting in enhanced product outcomes and team morale.

### SKILLS

Product Lifecycle Management

Market Research and Analysis

Cross-functional Team Leadership

Strategic Planning

Financial Analysis

Customer Relationship Management

Data Analysis

### EXPERIENCE

#### Product Manager II

Innovative Solutions Inc. | June 2023 - Present | Chicago, IL

Drive product development initiatives and ensure alignment with market trends. Manage a diverse product portfolio, while collaborating to launch impactful products.

- Lead strategy for new product development, focusing on significant market opportunities.
- Optimize existing product mix and pricing strategies to enhance financial performance.
- Engage with marketing and sales teams, ensuring effective product launches.
- Conduct market research to identify evolving consumer preferences.

#### Product Manager

Tech Innovations LLC | January 2020 - May 2023 | Aurora, IL

Drove product strategy for technology solutions contributing to market share enhancement. Led initiatives focused on integrating user feedback.

- Implemented product marketing plans leading to increased customer engagement.
- Facilitated cross-functional collaborations to continuously improve product offerings.
- Managed product features based on market insights, ensuring responsiveness to trends.
- Achieved impressive results through robust P&L management practices.

#### Product Management Intern

University Projects | August 2019 - December 2019 | Remote

Collaborated on a capstone project involving new tech product launch, emphasizing user-centered design principles and validation.

- Conducted market analysis and coordinated customer interviews for actionable insights.
- Developed product positioning and contributed to comprehensive marketing strategies.
- Worked closely with faculty mentors, refining critical project management skills.
- Demonstrated adaptability in dynamic project environments through teamwork.

### LEADERSHIP & AWARDS

- Outstanding New Product Launch Team Award, Innovative Solutions Inc., 2024
- Best Student Project, University of Illinois, 2019

### EDUCATION

#### Bachelor's Degree in Marketing

University of Illinois | GPA: 3.8 | 2020 | Champaign, IL

**Coursework:** Product Development, Market Research, Consumer Behavior, Business Analytics

### CERTIFICATIONS

- Certified Product Manager (CPM) | 2022
- Agile Certified Practitioner (ACP) | 2023

Project Management

Competitive Positioning

Risk Management

Business Model Development

User Experience Testing

Innovation Strategy

Client Feedback Integration

Performance Metrics Analysis

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



- Product Manager II at Innovative Solutions Inc. (2.9 Years)
- Product Manager at Tech Innovations LLC (3.3 Years)
- Product Management Intern at University Projects (4 Months)

## TECHNICAL SKILLS

- **Office Software:** Excel, Word, PowerPoint
- **Project Management Tools:** JIRA, Trello, Asana
- **Collaboration Platforms:** Slack, Microsoft Teams, Zoom
- **Analytics Tools:** Google Analytics, Tableau, SPSS
- **CRM Software:** Salesforce, HubSpot, Zoho CRM
- **Design Tools:** Adobe Creative Suite, Figma, Canva
- **Development Methodologies:** Agile, Scrum, Waterfall
- **Testing Techniques:** A/B Testing, User Testing, Focus Groups
- **Reporting Tools:** Power BI, Looker, Google Data Studio
- **Database Languages:** SQL, NoSQL, MongoDB

## PROFESSIONAL AFFILIATIONS

- Member, Product Management Association
- Volunteer, Tech for Good Initiative

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST