

Emily Johnson

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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.

EXPERIENCE

Product Manager II June 2023 - Present
Innovative Solutions Inc. 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 January 2020 - May 2023
Tech Innovations LLC 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 August 2019 - December 2019
University Projects 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 2020
University of Illinois GPA: 3.8 Champaign, IL

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

CERTIFICATIONS

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

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

SKILLS

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|------------------------------------|------------------------------------|------------------------------|--------------------------------|
| • Product Lifecycle Management | • Financial Analysis | • Competitive Positioning | • Innovation Strategy |
| • Market Research and Analysis | • Customer Relationship Management | • Risk Management | • Client Feedback Integration |
| • Cross-functional Team Leadership | • Data Analysis | • Business Model Development | • Performance Metrics Analysis |
| • Strategic Planning | • Project Management | • User Experience Testing | |

PROFESSIONAL AFFILIATIONS

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

LANGUAGES

- English (Native) • Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST