

# Michael Johnson

(217) 555-1234

michael.johnson@email.com

https://linkedin.com/in/michaeljohnson

789 Maple Street, Springfield, IL 62701

## SUMMARY

Experienced Product Manager dedicated to improving healthcare outcomes through innovative product strategies. Over three years managing all aspects of the product lifecycle from inception to market launch. Collaborated effectively with sales teams to enhance their proficiency in promoting health innovations. Maintained meticulous oversight on financial performance, allowing proactive adjustments that drove product success. Specialized in vendor relations, leveraging negotiations for cost-effectiveness while launching products aligned with user needs and industry trends. Passionate about bringing new solutions to market and making a meaningful impact in a fast-paced healthcare environment.

## EXPERIENCE

### Product Manager

January 2024 - Present

Health Solutions Corp

Naperville, IL

Manage product lifecycle ensuring alignment with market demands and overarching company strategy. Collaborated with cross-functional teams, facilitating the successful launch of multiple health innovations.

- Led product launches by overseeing market research, pricing, and sales process.
- Trained sales representatives on product details, increasing their confidence to promote solutions.
- Analyzed financial results monthly to ensure profitability and determine improvement strategies.
- Authored marketing materials supporting the introduction of new healthcare products.

### Associate Product Manager

June 2021 - December 2023

Medical Innovations Ltd

Aurora, IL

Assisted with product development cycles focusing on the competitive landscape and planning for new medical devices. Fostered effective communication between supply chain systems and client service.

- Conducted comprehensive market analysis, tailoring enhancement proposals based on findings.
- Collaborated with logistics to warrant timely delivery of products to healthcare providers.
- Supported budget forecasting efforts that met or exceeded sales objectives throughout the fiscal periods.
- Crafted training documentation aiding understanding of newly released features among stakeholders.

### Intern

June 2020 - August 2020

University of Illinois

Champaign, IL

Engaged in project work focused on product marketing strategy prior to major releases, emphasizing clarity and elevation of core value propositions.

- Implemented market research initiatives that informed strategic decision-making on product features.
- Assisted in preparing presentations delivering insights to senior management to promote upcoming initiatives.
- Developed training outlines enhancing team familiarity with product updates and reiterating key advantages.
- Undertook duties to bolster stakeholder engagement during significant project phases.

## LEADERSHIP & AWARDS

- Employee of the Month at Health Solutions Corp for achieving exceptional project deliverables.
- Recognized for outstanding teamwork and exceeding sales forecast goals at Medical Innovations Ltd.

## EDUCATION

### Bachelor's Degree in Marketing

2021

University of Illinois GPA: 3.5

Champaign, IL

**Coursework:** Consumer Behavior, Marketing Strategy, Digital Marketing, Product Development

## CERTIFICATIONS

- Certified Product Manager (CPM) 📅 2022
- Microsoft Certified: Data Analyst Associate 📅 2023

## TECHNICAL SKILLS

- **Product Management Tools:** JIRA, Aha!, Trello
- **Communication Tools:** Slack, Zoom, Microsoft Teams

- **Data Analysis Tools:** Excel, Tableau, Google Analytics
- **Design Software:** Adobe Creative Suite, Canva, Figma
- **Marketing Automation:** HubSpot, Marketo, Pardot
- **CRM Systems:** Salesforce, Pipedrive, Zoho
- **Project Management Methodologies:** Agile, Scrum, Waterfall
- **Budgeting Software:** QuickBooks, FreshBooks, Xero
- **Market Research Tools:** SurveyMonkey, Qualtrics, FocusGroups
- **Presentation Software:** PowerPoint, Google Slides, Prezi

**SKILLS**

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- Product Lifecycle Management
- Market Research
- Financial Analysis
- Vendor Negotiation
- Microsoft Office Suite
- Brand Management
- Sales Coordination
- Promotional Programs
- New Product Development
- Cost Reduction Strategies
- Inventory Management
- Forecasting
- Cross functional Collaboration
- Customer Engagement
- Trend Analysis

**PROFESSIONAL AFFILIATIONS**

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- Member of the American Marketing Association, attending industry conferences and networking events.
- Volunteer pro bono marketer for local health awareness campaigns aimed at community betterment.

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**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