

# Michael Johnson

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## SUMMARY

Creative and results-driven Product Manager with over 5 years of experience in executive communications and product marketing. Expertise in transforming complex technical concepts into visually appealing and easily digestible presentations for diverse audiences. Skilled at collaborating with C-suite executives to enhance product perception through storytelling and strategic narratives. Committed to driving business success and delivering high-quality visuals that resonate well with stakeholders. Eager to leverage skills in strategic narrative development, simplify technical details, and elevate product messaging success.

## EXPERIENCE

### Product Manager

January 2023 - Present

Visionary Tech Solutions

Chicago, IL

Lead integration of visual strategies and executive presentations focusing on clarity for C-suite executives and external customers. Collaborate effectively with internal teams while ensuring material accuracy and high standards across formats.

- Develop executive presentations that clarify product innovations for senior stakeholders.
- Foster collaboration with product teams, creating visual narratives aligned with business goals.
- Conduct insightful research interviews to extract influential stories supporting product perception.
- Ensure presentation consistency and quality, guaranteeing technical accuracy in all materials.

### Product Marketing Specialist

June 2021 - December 2022

Dynamic Innovations

Naperville, IL

Specialized in crafting impactful marketing content tailored for product launches, bridging the gap between consumers and technical experts. Focused on streamlining communication to enhance understanding and engagement.

- Created engaging marketing visuals and collateral for new product introductions.
- Worked collaboratively with technical teams to ensure accurate, consumer-friendly messaging.
- Supported preparation of compelling presentations for key stakeholder meetings.
- Streamlined communication processes, enhancing material alignment with corporate branding.

### Marketing Coordinator

September 2019 - May 2021

NextGen Strategies

Schaumburg, IL

Assisted in developing executive communication materials, emphasizing storytelling and outreach strategies for product initiatives. Crafting visual tools to enhance engagement with target audiences highlighted proficiency in visual media creation.

- Contributed to the formation of executive communication aids for various initiatives.
- Designed visuals reinforcing storytelling in broader marketing campaigns.
- Analyzed audience feedback, refining presentations and enhancing connectivity.
- Collaboratively improved visual material roadmaps for effective stakeholder presentations.

## LEADERSHIP & AWARDS

- Recognized for excellence in Executive Communication at Visionary Tech Solutions, 2024.
- Received award for Innovative Presentation Strategies from Dynamic Innovations, 2022.

## EDUCATION

### Bachelor of Arts in Communications

2019

University of Illinois GPA: 3.8

Champaign, IL

**Coursework:** Digital Media, Public Relations, Marketing Strategies, Visual Communication

## CERTIFICATIONS

- Certified Product Manager (CPM) 📅 2022
- Executive Communications Certification 📅 2021

## TECHNICAL SKILLS

- **Communication Tools:** Google Slides, PowerPoint, Keynote
- **Design Software:** Adobe Creative Suite, Canva, Figma
- **Project Management Tools:** Trello, Asana, Monday.com

- **Data Analysis Tools:** Excel, Google Analytics, Tableau
- **Collaboration Platforms:** Slack, Microsoft Teams, Zoom
- **CRM Systems:** Salesforce, HubSpot, Zoho CRM
- **Presentation Tools:** Prezi, Visme, SlideShare
- **Branding Tools:** Mailchimp, Hootsuite, Buffer
- **Market Research Tools:** SurveyMonkey, Qualtrics, UserTesting
- **Social Media Management:** Facebook Business Manager, LinkedIn Ads, Instagram Ads

**SKILLS**

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- Executive Communications
- Visual Storytelling
- Strategic Narrative Development
- Technical Simplification
- Project Management
- Collaboration
- C-level Presentation Design
- Qualitative Research
- Data Visualization
- Cross-Functional Team Leadership
- Customer Insights
- Marketing Strategies
- Content Creation
- Stakeholder Engagement
- Narrative Blueprints

**PROFESSIONAL AFFILIATIONS**

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- Member, American Marketing Association since 2021.
- Active Participant, Chicago Product Management Association since 2023.

**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