



Michael Johnson

Product Manager

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STRENGTHS

- 📄 **Visual Storytelling**
Transformed intricate information into captivating visuals that resonated with audiences.
- 👥 **Strategic Networking**
Built relationships with key partners leading to enhanced collaboration opportunities.
- 🔍 **Research Adaptability**
Quickly adapted research methodologies to uncover insights that engage non-tech users.
- ✍️ **Content Development**
Crafted compelling narratives from technical concepts ensuring accessibility for varied audiences.
- ☰ **Project Leadership**
Guided cross-functional teams through crucial projects, ensuring alignment and accountability.

SKILLS

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

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

Visionary Tech Solutions 📅 January 2023 - Present 📍 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

Dynamic Innovations 📅 June 2021 - December 2022 📍 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

NextGen Strategies 📅 September 2019 - May 2021 📍 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

University of Illinois 🎓 GPA: 3.8 📅 2019 📍 Champaign, IL

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

Stakeholder Engagement

Narrative Blueprints

LANGUAGES

English Native

Spanish Proficient

MY CAREER



- Product Manager at Visionary Tech Solutions (3.3 Years)
- Product Marketing Specialist at Dynamic Innovations (1.5 Years)
- Marketing Coordinator at NextGen Strategies (1.7 Years)

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

PROFESSIONAL AFFILIATIONS

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST