

# Michael Johnson

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## SUMMARY

Dynamic Program Manager with over four years of experience surmounting challenges in product immersion and testing. Adept at leading complex initiatives from conception through execution while utilizing data analysis to influence strategic decision-making. Proven success in fostering collaboration among diverse teams, shaping insights into impactful actions that enhance user experiences. Passionate about translating customer feedback into practical solutions that drive product improvements. Eager to contribute talents and dedication to an innovative organization where bold visions thrive.

## EXPERIENCE

**Program Manager** January 2023 - Present  
Visionary Innovations *Dallas, TX*

Spearheading multiple product immersion and testing initiatives, ensuring alignment with client needs and driving actionable insights. Collaborating closely with cross-functional teams maintains a focus on enhancing user experiences and accelerating project deliveries.

- Oversee diverse product testing initiatives, boosting effectiveness alongside Product, Sales, and Data Science teams.
- Create comprehensive project briefs and roadmaps tailored to specific immersion goals, facilitating focused discussions.
- Work alongside marketing and engineering teams; define critical product requirements to uplift overall user experience.
- Introduce iterative processes that enhance workflow efficiency based on rigorous analytics and performance metrics.

**Project Coordinator** June 2021 - December 2022  
TechForward Solutions *Houston, TX*

Played a pivotal role in managing digital marketing campaigns, collaborating across departments to ensure seamless execution and outstanding results.

- Developed tracking methodologies for marketing campaign performance, deriving recommendations rooted in key findings.
- Nurtured strong interdepartmental relationships, significantly improving project communications and operational flows.
- Supported project strategy development meetings, playing an active part in delineating effective marketing solutions.
- Gathered user feedback and integrated insights to refine future campaign efforts, elevating customer engagement levels.

**Marketing Intern** June 2020 - May 2021  
Market Insights Group *San Antonio, TX*

Gain hands-on experience by conducting user research to inform product market strategies, contributing effectively during the company's formative stages.

- Executed user interviews and surveys, gathering essential insights to aid product usability enhancements.
- Collaborated with the marketing division in executing impactful campaigns centered around promoting user retention.
- Measured campaign effectiveness using analytics dashboards, sharing findings with stakeholders for continued improvement.
- Produced detailed reports summarizing user feedback, informing broader marketing strategies and product refinements.

## LEADERSHIP & AWARDS

- 2019 Outstanding Individual Contribution Award, TechForward Solutions
- 2020 Best Internship Project, Market Insights Group

## EDUCATION

**Bachelor's Degree in Marketing** 2020  
University of Texas at Austin GPA: 3.8 *Austin, TX*

**Coursework:** Digital Marketing, Data Analysis, Consumer Behavior, Market Research

## CERTIFICATIONS

- Certified Project Management Professional (PMP) 📅 2021
- Certified Digital Marketing Specialist 📅 2022

## TECHNICAL SKILLS

- **Project Management Tools:** Trello, Asana, JIRA
- **Data Analysis Software:** Excel, Google Analytics, Tableau

- **CRM Systems:** Salesforce, HubSpot, Zoho
- **Marketing Platforms:** MailChimp, Hootsuite, SEMrush
- **UX Research Tools:** UserTesting, Hotjar, Qualtrics
- **Collaboration Tools:** Slack, Microsoft Teams, Zoom
- **Presentations Software:** PowerPoint, Prezi, Canva
- **Digital Marketing Tools:** Google Ads, Facebook Ads, LinkedIn Marketing
- **Market Research Tools:** SurveyMonkey, Typeform, Statista
- **Process Improvement Techniques:** Lean, Six Sigma, Agile

**SKILLS**

- Project Management
- Data Analysis
- Cross-Functional Collaboration
- Digital Marketing
- User Experience Research
- Product Testing
- Agile Methodologies
- Stakeholder Engagement
- Market Research Strategies
- Business Communication
- Analytical Tools
- Customer Insights
- Process Improvement
- Strategy Development
- Team Leadership
- Client Relations

**PROFESSIONAL AFFILIATIONS**

- Member, American Marketing Association (AMA)
- Volunteer Mentor, Local Youth Mentorship Program

**LANGUAGES**

- English (Native)
- Spanish (Proficient)

**ADDITIONAL INFORMATION**

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

**REFERENCES**

AVAILABLE ON REQUEST