

Samantha Jansen, Product Manager

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Date of birth	1985/20/03	Nationality	USA
Place of birth	Washington D.C.	Driving license	Full

PROFILE Highly capable Product Manager with 4+ years experience in multinational technology companies, seeking to apply strategic planning and proven leadership skills to grow revenue and improve market share.

EMPLOYMENT HISTORY

Feb 2018 – Present **Product Manager, Asi Corp** New York

ASI Corp. is a national distributor of IT hardware and software products in the US and Canada. As a Product Manager, my core activities include:

- Analyzing sales data to review, plan and assist with inventory management.
- Identifying new product opportunities based on in-depth market research.
- Defining project scope, goals, and deliverables to ensure consistency with company strategy and commitments.
- Conducting A/B testing to maximize product efficiency and UX. Increased user engagement by 25%.

Jul 2016 – Jan 2018 **Product Manager, Johnson & Johnson** New York

Johnson & Johnson is an American multinational medical devices, pharmaceutical and consumer packaged goods manufacturing company. As a Product Manager, my core activities included:

- Developing marketing programs for several new product offerings that brought in additional revenues of over \$1 million.
- Gathering market research and analytics to recommend product activities.
- Collaborating with marketing partners and stakeholders to deliver integrated plans.
- Implementing an Agile ideation plan to streamline development processes. Saved an overall cost of \$1.2 million.

May 2014 – Jun 2016 **Assistant Product Manager, Apple Inc.** California

Apple Inc. is an American multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services. As Assistant Product Manager, my core activities included:

- Leading 5 cross-functional teams from product conception through launch. Increased team efficiency by 15%.
- Reporting financial and demand forecasts for product lines and updates.
- Partnering with prospective high net worth customers to build and maintain strong, long-lasting customer relationships.
- Monitoring market dynamics to support future marketing plans.

SKILLS	Customer Analysis	Expert	Product Strategy	Expert
	Research & Documentation	Experienced	Risk Management	Expert
	Problem Solving	Experienced	Verbal and Written Communication	Expert
	Relationship Building	Experienced	Proficiency with Microsoft Office Suite	Expert