

# SAMANTHA JANSEN

## Product Manager

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

### EXPERIENCE

❖ **Product Manager, Asi Corp** ..... Feb 2018 – Present  
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%.

❖ **Product Manager, Johnson & Johnson** ..... Jul 2016 – Jan 2018  
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.

❖ **Assistant Product Manager, Apple Inc.** ..... May 2014 – Jun 2016  
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 ..... <i>Expert</i>	Product Strategy ..... <i>Expert</i>
Research & Documentation ..... <i>Experienced</i>	Risk Management ..... <i>Expert</i>
Problem Solving ..... <i>Experienced</i>	Verbal and Written Communication ..... <i>Expert</i>
Relationship Building ..... <i>Experienced</i>	Proficiency with Microsoft Office Suite ..... <i>Expert</i>