

# SAMANTHA JANSEN

PRODUCT MANAGER

## INFO

**Address** 9 Wall St, New York,  
10005, USA

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### DATE / PLACE OF BIRTH

1985/20/03  
Washington D.C.

### DRIVING LICENSE

Full

### NATIONALITY

USA

## SKILLS

Customer Analysis ●●●●●

Product Strategy ●●●●●

Research & Documentation ●●●●○

Risk Management ●●●●●

Problem Solving ●●●●○

Verbal and Written Communication ●●●●●

Relationship Building ●●●●○

Proficiency with Microsoft Office Suite ●●●●●

## 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

### Product Manager, Asi Corp

New York

Feb 2018 - Present

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

New York

Jul 2016 - Jan 2018

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.

California

May 2014 - Jun 2016

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.