

Miriam Appelbaum
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Profile

Driven product manager with strong knowledge of global trends for new products. Innovative and analytical with strong passion for developing products that fill gaps in the market and capture the public's imagination. Able to analyze the market and utilize user testing to determine ideal designs.

Key Skills

- Strategic thinking
- Problem solving
- A/B Testing
- Marketing analytics
- ROI calculations

Education

Bachelor of Science in Management

Massachusetts Institute of Technology, Cambridge, MA, September 2014 - June 2018

Master's of Business Administration

University of California - Los Angeles, Los Angeles, CA, July 2018 - June 2020

Specialization in Technology Leadership

Coursework Completed:

- Strategies for Technology-Based Corporate Development
- Global Trends
- New Product Development

Professional Experience

Product Manager Intern, Omega Technology, Los Angeles, CA

June 2019 - June 2020

- Conducted market research and analysis and presented results to upper management
- Researched global sourcing opportunities, finding low-cost alternatives that provided high margins for the company
- Communicated vision and customer feedback clearly to product development team, including engineers, designers, content writers and legal team

Marketing Intern, Alpha Systems, Cambridge, MA

January 2018 - June 2018

- Orchestrated social media outreach, including messaging calendar that coordinated efforts on Facebook, Twitter and Instagram
- Conducted and analyzed market research utilizing customer surveys, web page analytics and social media interactions and presented findings to management
- Supported new CRM installation, including designing transition plan