Olivia Abdelmalek

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Summary: Data-driven Product Manager with expertise in operations and inventory strategy, specializing in demand forecasting, process optimization, and end-to-end execution to drive efficiency, reduce waste, and support scalable growth.

Core Skills:

• Data Analysis	• E-com & Marketplace Strategy	• Agile Methodology	• Detail-Oriented
• Tableau	• Supply Chain Management	• Operational Efficiency	• Market Research
• Marketing Analytics	• Go-To-Market Strategy	• Artificial Intelligence	• Demand Planning

Educational Background

Rutgers Business School | New Brunswick, New Jersey
Master of Financial Analysis (MFinA), Candidate | Expected May 2027
Class President, MFinA Program

Rutgers Business School, Executive Education | Newark, New Jersey
Mini MBA for Engineers and Technology Managers 09/2025-12/2025
Mini MBA in Artificial Intelligence 06/2025-09/2025

Rutgers State University | Newark, New Jersey
Bachelor of Science in Supply Chain Management and Marketing Science 09/2010 – 05/2014

Professional Experience:

Channel / Product Marketing Manager | Samsung | Englewood Cliffs, New Jersey 06/2026 – Present
• Manage promotional strategy and execution for Samsung TV and accessories across Best Buy, Costco, Walmart, Amazon, regional retailers, and distributors.
• Partner with Sales, Product Marketing, and Supply Chain on promotional planning, execution, and business objectives.
• Build Tableau dashboards and reporting to track promotions, improve data accuracy and support business decisions.

Digital Marketplace Manager (Amazon & E-commerce) | Prime Nutrition | Bayonne, NJ 07/2023 – 06/2026
• Managed Amazon marketplace operations, including P&L, pricing, and profitability across product lines.
• Developed and optimized Amazon listings to improve conversion and organic ranking.
• Managed supplier sourcing, cost structures, and assortment planning to maximize margin and expand product offerings

Product Manager | LG Electronics | Englewood Cliffs, New Jersey 02/2020 - 06/2023
• Managed performance across 60+ dealer partnerships, using sales trends and account insights to identify opportunities that contributed to $20M+ in annual revenue.
• Collaborated with strategic demand planners to streamline logistics, cutting delivery lead times for major accounts.
• Conducted in-depth market research to identify evolving customer needs and industry trends.

Logistics Manager | Prime Golf, LLC | Bayonne, New Jersey 11/2018-02/2020
• Managed end-to-end operations for shipments by reducing shipping delays by 20% and improving order accuracy.
• Streamlined warehouse and logistics processes, cutting operational costs by 10% and increasing efficiency.
• Oversaw 5,000+ orders with a 98% on-time delivery rate, boosting client satisfaction and retention by 25%.

Project Manager | ADP | Roseland, New Jersey 11/2017-11/2018
• Created comprehensive marketing plans for quarterly product launches, including digital and mobile offerings.
• Led internal and external communications across social media, newsletters, corporate websites, sales and partner portals.
• Coordinated the launch of a FinTech application, resulting in 15,000 downloads within the first year.

Product Manager | PNY Technologies Inc. | Parsippany, New Jersey 05/2016-11/2017
• Led Go-to-Market plans for a software campaign driving customers to upgrade from one-time purchase to monthly plans, netting $200k in direct sales.
• Led all Internet promotions that led to an overall increase of sales revenue and website visits by 45%.