

Mastering the Product Resume

June 12, 2021



Everything you need to know
u10.me/pco

2021 Sponsors



Meet Your Presenter



Dan Corbin - [Connect with me on LinkedIn](#)

- Principal Product Manager, [H-E-B](#)
- Product Management Instructor, [General Assembly](#)
- Founder of [The Product League](#) and [The Product Job Club](#)
- Product Coach, [ProductHired](#)
- Agile Coach, [Agile Austin U](#)



[H-E-B is hiring product managers!](#)



**GENERAL
ASSEMBLY**

Session Objectives

- Best practices for Product Manager resumes
- Tips for different sections of your resume
- Strategies for highlighting your product skills
- Advice for those transitioning into Product Management
- Resources!

My Pet Peeve

DON'T just list responsibilities. List

ACCOMPLISHMENTS!

- If you're using the present tense you're probably listing a responsibility.
- Focus on the impact and outcomes you made!
 - What are the five things you are most proud of?
- A PM **must** be comfortable discussing Objectives, Key Results, and relevant metrics.

My Pet Peeve

Instead of this:

- Responsible for pricing, marketing, and product performance.
- Lead all Agile ceremonies and acted as Product Owner for the team
- Work with Engineering to increase uptime and lower costs
- Drive community outreach efforts with the help of Marketing and Developer Evangelist

My Pet Peeve

Do This:

- Implemented new pricing strategy which resulted in \$1.4 million in new contracts in our first year.
- Initiated Agile transformation which resulted in velocity increase of 270%.
- Led product updates which resulted in 6.5 million new users, 38% better uptime while also reducing cost per user by over 400%.
- Contributed to developer outreach by speaking at seven conferences over the past two years.

Before example:

Before Example

- Attain sales dollars, quantity, and market share goals
- Negotiate pricing and inventory
- Evaluate, track, and forecast monthly and annual spending/budgets for variety of projects and initiatives
- Strategic planning and execution of sales, PR, and Marketing research, campaigns, and promotions

After Example

- Exceeded sales dollars, quantity, and market share goals of +10% year-over-year
- Revamped e-commerce store and drove increase in online sales 40% over one year
- Increased response rate to wine club and fan marketing emails 15% by incorporating A/B testing strategies
- Constructed sales strategy to maintain ideal inventory and ensure winery was running lean while Distributor carried minimum of 3-months product

Using Metrics and Data

Metrics

Strategies for incorporating metrics and data

- Keep an accomplishments journal!
- Review your personal and team goals (sales, churn, conversions, etc) for ideas
- The data can be from engineering, sales, engineering, customer support, etc. **as long as** you directly can tie it back to your work

Strategies for incorporating metrics and data

EXPERIENCE

Product Manager | Return Path | August 2017 to Present

- Lead a cross functional team to concept, test, design, develop and launch multiple consumer applications per year
- Optimized marketing and introduced new channels to reduce cost per acquisition by 77 percent ☑
- Increased rate of growth per month by over ten times ☑
- Established support protocols and KPIs in order to:
 - Reduce ticket backlog from over 1,100 to a baseline of 30 in three months ☑
 - Increase user satisfaction rating from 53 percent to industry benchmark of 94 percent
 - Reduce first reply time from 132.6 hours to 3.2 hours
- Implemented multiple culture boosting initiatives to improve moral by 36 percent ☑
- Navigated six applications through GDPR compliance updates

—
Speak The Language
—

Speak the Language

Product Management Terms Explained

Product Management is responsible for driving the development of her company's products and delivering them successfully to the market. A [product manager's role](#) typically involves managing the day-to-day responsibilities required to execute the strategy and vision set for her products, and communicating this strategy to all relevant participants and stakeholders.

As such, a product manager serves as her company's central hub of product knowledge, market research, customer feedback, and other product details. Following are some basic product management terms and definitions that any product manager should be familiar with.

[Glossary of Product Management Terms](#)

[Product Management Terms Explained](#)

Skills Section Example

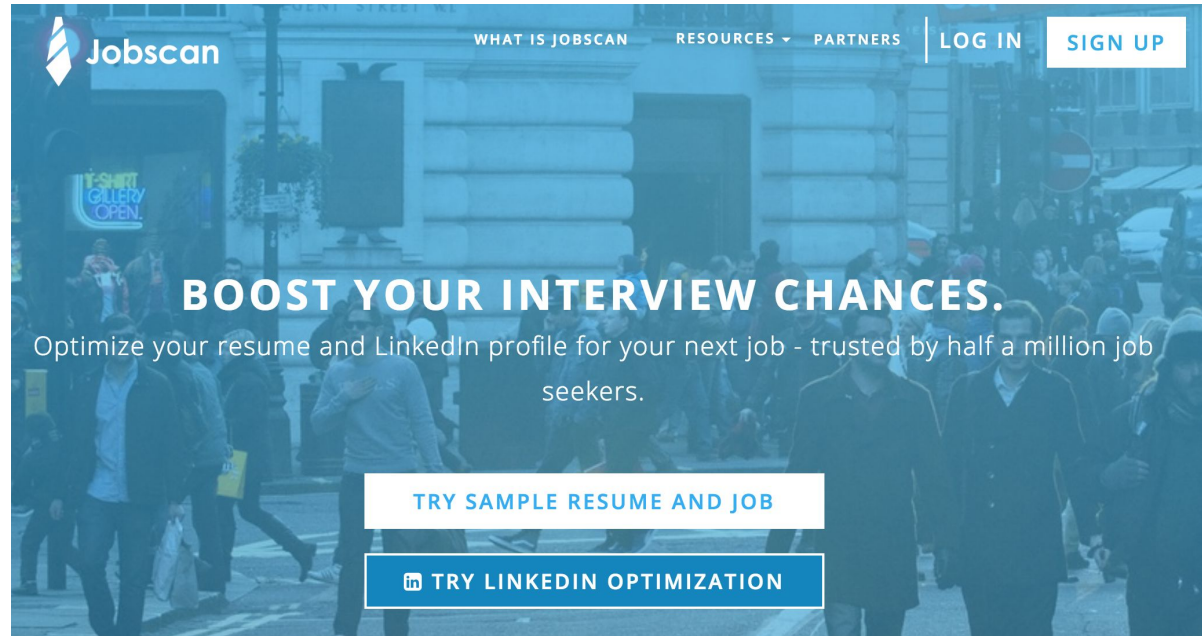
SKILLS & TOOLS

Hard Skills: Certified Professional Scrum Product Owner, Non-profit operations, Product launch & release planning, Software rollouts and training, Product Management, SAAS, Capacity planning, Product roadmaps, Data deliverability, Competitive analysis, User experience, Customer feedback loops, Lean development, Product strategy, Strong written communications (case studies provided), A/B testing, Wireframing

Tools: Jira, Agile, Scrum, Trello, Lucid Charts, Respondent.IO, CRM, Delighted, AdWords, Google Analytics, ZenDesk, Slack, Excel, WordPress, Mechanical Turk, SendGrid, MailChimp, Loom, Vidyard, Realtime Board

Soft Skills: Team & culture building, Coaching, Mentoring, Certified StrengthsFinder Coach, Stakeholder management (internal and external), Strong verbal (150+ speaking engagements), Cross-functional team leadership Visionary, Passionate, Driven

Speak the Language

The banner features a background image of a busy city street with many pedestrians. The image is overlaid with a semi-transparent blue filter. At the top left is the Jobscan logo, which consists of a stylized 'J' icon followed by the word 'Jobscan'. To the right of the logo are navigation links: 'WHAT IS JOBSCAN', 'RESOURCES' with a dropdown arrow, 'PARTNERS', 'LOG IN', and a 'SIGN UP' button. The main headline 'BOOST YOUR INTERVIEW CHANCES.' is centered in large, bold, white capital letters. Below it is a sub-headline in white text: 'Optimize your resume and LinkedIn profile for your next job - trusted by half a million job seekers.' At the bottom, there are two prominent buttons: a white button with blue text 'TRY SAMPLE RESUME AND JOB' and a blue button with white text 'TRY LINKEDIN OPTIMIZATION' preceded by a small LinkedIn icon.

Jobscan

WHAT IS JOBSCAN RESOURCES ▾ PARTNERS LOG IN SIGN UP

BOOST YOUR INTERVIEW CHANCES.

Optimize your resume and LinkedIn profile for your next job - trusted by half a million job seekers.

TRY SAMPLE RESUME AND JOB

TRY LINKEDIN OPTIMIZATION

Leveraging Non-Product Experience

Highlighting Relevant Skills

The key to landing your first pm job: “connecting the dots”

- Your resume needs to showcase transferable skills!
- These might include:
 - leadership, strategy, Agile, analytics, communication (written and speaking), organizing, roadmap contributions, stakeholder management, customer interviews and outreach, etc.
- This is absolutely key for landing your first PM job

How do you “connect the dots?”

- Rewrite all of your experience from the PM perspective.
- Use the appropriate terms (see terms, glossary, and use JobScan)
- Find other people that have made the leap and steal ideas from them
- Map [PM Core Competencies](#) to your previous jobs

Calculate Your Score

Category	Competency	Associate 146	Mid Level 238	Senior 335	Principal 393	Me 15	
Vision & Strategy <i>(Lead us in the right direction)</i>		16	29	44	65	15	SUMMARY <i>Vision & Strategy</i> <i>Targets & Problems</i> <i>Concept to Solution</i> <i>Ready for Development</i> <i>Development Iterations</i> <i>Early Adoptions</i> <i>Customer Success</i> <i>Inbound Engagements</i> <i>Outbound Engagements</i> <i>Metrics</i> <i>Adaptive Planning</i>
	Acquisition Assessment						
	Partnership Assessment						
	Vendor Assessment						
	Opportunity Assessment						
	Financial Modeling						
	Product Lifecycle Management: Introduction						
	Product Lifecycle Management: Growth						
	Product Lifecycle Management: Maturity						
	Product Lifecycle Management: Decline						
	Competitive Analysis						
	Pricing & Packaging						
	Positioning & Messaging						
	Portfolio Prioritization/Management						
		12	20	34	40	0	

Based on PM Core Competencies by [Casey Flinn](#), VP of Product Operations at [Realtor.com](#)



Connecting the dots



Supply Chain Supervisor

US Foods

Jul 2016 – May 2017 · 11 mos

Austin, Texas Area

- Facilitated weekly meetings with cross-functional teams to check product availability. Conducted daily meetings with each team on previous days deliverables.
- Managed and tracked team KPI's. Collaborated with cross-functional teams to develop strategies to reach monthly financial goals.
- Provided general administrative support to optimize team performance and help meet business goals. Investigated and resolved customer quality issues.
- Analyzed current operations and lead continuous process improvement which reduced overtime by 5%.
- Controlled budget and expense reports. Worked with Inventory control teams to find sources of inventory shrinkage and assisted in the development of an action plan.
- Maintained or coached a bench of talented associates through direct or indirect reporting relationships by challenging peers to deliver to their highest potential.
- Articulated technical & non-technical subject matter to enhance team understanding See less



Before Example

- Create, maintain, and analyze market and sales reports to identify business opportunities and to grow brand awareness, customer conversion and revenue
- Strategic planning and execution of sales, PR, and Marketing research, campaigns, and promotions
- Creation and implementation of incentive programs, educational presentations, and training processes

After Example

- Establish success metrics for customer conversion and ensure funnel was operating efficiently at each step
- Constructed sales strategy to maintain ideal inventory and ensure winery was running lean while Distributor carried minimum of 3-months product
- Led Marketing research, campaigns, and promotions - served as public spokesperson and brand evangelist

Frequently Asked Questions

Frequently Asked Questions

**Can I revise job titles on my
resume?**

Title Change Example



TrialSmith

3 yrs 11 mos

Chief Product Owner

Jan 2013 – Oct 2013 · 10 mos

Austin, Texas Area

Planned, organized, and directed the product management development using Scrum methodology. Responsible for team performance, client support operations, control of planned output, labor efficiency, and overall customer service.

As Chief Product Owner and VP of Operations I worked with the Scrum Master to reboot the Agile software development process. Educated team on the principles of Agile, the various roles, and the purpose of the Sprint ceremonies. Created the Product Roadmap and maintained entire Product Backlog. Focused on delivering business value and return on investment for all clients. Revamped Agile practices resulted in vast upgrade in efficiency and output, as well as the ability to accurately forecast when new features and services would be delivered.

Title Change Example

Honeywell, Senior Project Manager

April 2015 - Current

becomes....

Honeywell, Product and Project Management

April 2015 - Current

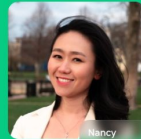
Frequently Asked Questions

**Will you review my resume and
give me feedback?**

Resume Reviews

"I've always wanted a coach or mentor
but never knew how to get started."

ProductHired's Coaching Marketplace makes it easy to get started. Free or paid, there are coaches and mentors with the experience to help you grow in your career.



Nancy
Director of Product



Fernando
Product Manager



Dan
Principal Product Manager



Cindy
UX Design Leader



William
Senior UX Designer

Find a Coach now!

Learn how to become a Coach

Get feedback from [coaches at ProductHired!](#)

Resume Reviews

Lewis C. Lin's ...
Dan Corbin

People
Apps
Files


Channels +
announcements
misc
pm-career-talk
question-help
request-practice-ptr
request-resume-revi...
Direct m... +
Slackbot
Dan Corbin (you)
Invite people
Apps +

#request-resume-review ☆
16,288 | 8 | Request a resume review.

3 replies Last reply today at 2:10 PM Today ▾

Rishi 8:41 AM
joined #request-resume-review along with 10 others. New

Sakshi Singh 4:42 PM
Hello, I'd love to hear suggestions from you guys w.r.t my resume. This was an old one that I'd kept and am planning to change it to less color and text-only format. Please drop in your suggestions. Thank you in advance!
Resume_Sakshi-page-001 (1).jpg ▾



Kush Khandelwal 4:48 PM
joined #request-resume-review.

Message #request-resume-review

🔗 B I 🔍 <> 🌐 ⋮ Aa @ 😊 📎 ➡

Join [Lewis Lin's Slack Group](#) for resume feedback

—
Questions?
—

Frequently Asked Questions

How can I get a product manager position without a "formal" product management experience?

Landing a Product Job

How can I get a product manager position without a "formal" product management experience?

GA GENERAL ASSEMBLY

HOW TO GET A JOB IN PRODUCT MANAGEMENT

Dan Corbin

Sr. Director of Product Management, Return Path

Landing a Product Job

When you don't quite have the experience (yet)

Things that can help you overcome a lack of experience:

- Demonstrable Passion
- Curiosity and a desire to learn
- Enthusiasm

These are areas that a cover letter can help.

When you don't quite have the experience (yet)

Things that can help you overcome a lack of experience:

- Demonstrable Passion
- Curiosity and a desire to learn
- Enthusiasm

These are areas that a cover letter can help.



References and resources

Product Manager Resumes

- [Product Manager Resume and Samples \(Zety\)](#)
- [Examples of Great Product Manager Resumes \(Quora\)](#)
- [Cracking the PM Interview \(Chapter 7\)](#)
- [Product Manager Resume Samples \(JobHero\)](#)
- [Product Resume Resume Examples \(Indeed\)](#)
- [Writing A Product Manager Resume Summary Statement](#)
- [5 Skills Product Managers Should Put on Their Resume](#)
- [How to Write a Good Product Manager Resume](#)
- [Associate Product Manager Resume Examples](#)

Product management glossarys, acronyms, and definitions

- [PM Core Competencies](#)
- [Product Management Terms Explained](#)
- [Glossary of Product Management Acronyms and Jargon](#)
- [Product Management Terms for Product Newbies](#)
- [Software Product Management Glossary - ISPMA](#)
- [Product Development Glossary and Resource Library](#)
- [The Complete Glossary of Project Management Terminology](#)
- [What technologies does this site use?](#)



References and resources

Resume Basics

- [10 resume tips you probably haven't thought of](#)
- [6 Ways to Make the Skills Section Shine on a Resume](#)
- [Resume Formats](#)