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Writing a Resume for Product Managers

A definitive e-guide by
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What is Product Management and why is it so HOT?

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CHAPTER – 1
PRODUCT MANAGEMENT

</div>

1.1 What is a Product?

A product is any object, service, or system that serves a customer's need or want. A product could be intangible like a software or service, or tangible like the laptop or mobile phone you are reading this on. They can be virtual or physical.

Some examples of Software products include
- Software like HRMS - Zoho, MS-Office, CRM - Hubspot
- Digital learning material sites like Upgrad, Producthood, Udemy or Byju's
- SaaS tools like Grammarly, Resumod, Hotjar, Slack etc.

Physical products include both durable goods and perishable goods.
- Durable goods include automobiles, furniture, appliances
- Perishable goods include cosmetics, food & beverages etc.

1.2 What is Product Management?

Product management encompasses a broad range of functions that lead to the final success of the product. Post-launch support is also a part of the product management function.

> **The entire product lifecycle (ideation to development to positioning and pricing) comes under the umbrella term product management.**

This seems too much of work! Because, it is. Launching a product and making it a success is no mean feat!

The entire product management lifecycle is handled by the product team, which includes specialists like designers, marketers, and coders to name a few. *The Product Manager oversees all of this.*

1.3 Product Manager V/S Project Manager

The role of product manager and project manager is quite different. Their roles are often confused and used synonymously.

A product manager leads the product development from ideation through to launch while understanding customer and market requirements.

A project manager brings a project to completion within the agreed budget, time, and quality for the given project. Creating a product could be a project. So a Project Manager would be a part of the team that is being led by the Product Manager.

> **2021 saw a range of products touching great heights. Products like Zomato, Nykaa, Paytm made headlines with their IPOs. OLA made headlines by launching their e-Scooters. Tata's turned the Stock Market in their favour through their electric vehicles.**
>
> **The PRODUCT SPACE is heating up like NEVER BEFORE!!**
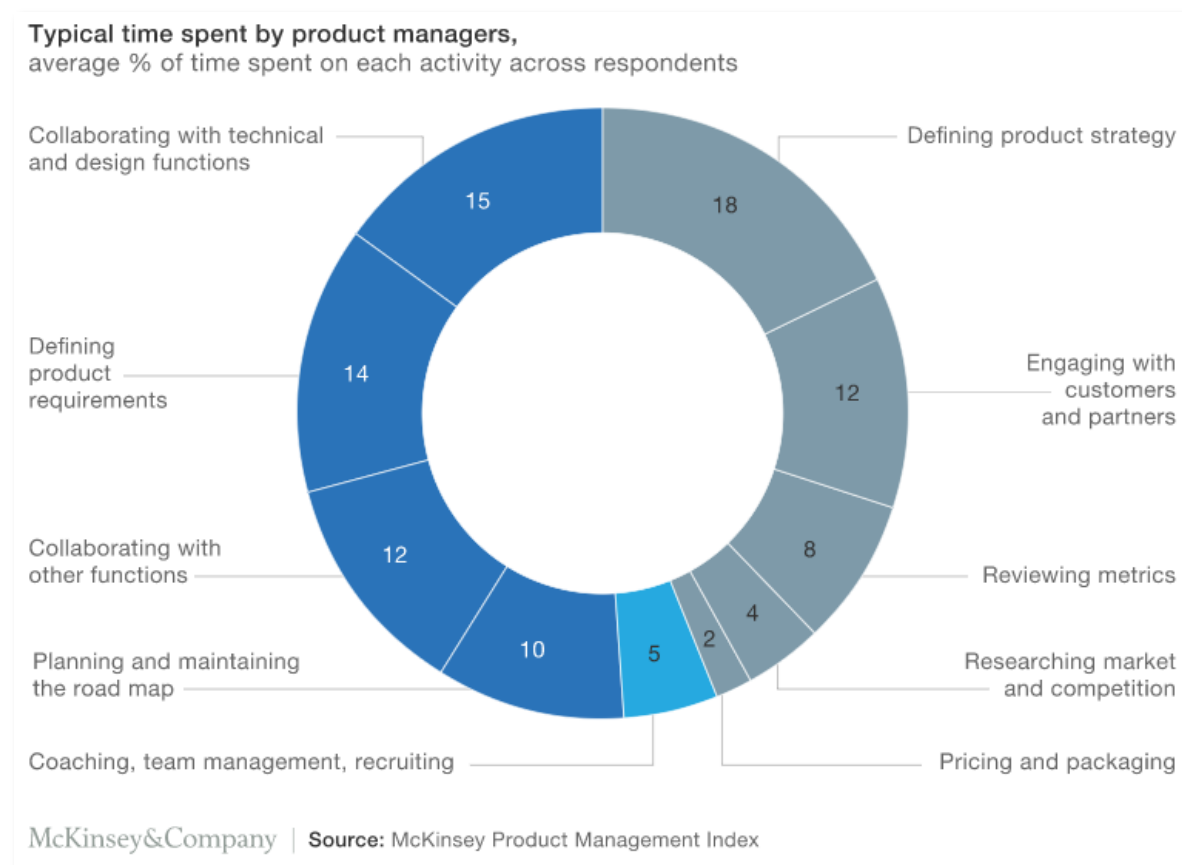
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What do Product Managers do?

CHAPTER – 2
WHAT DO PRODUCT MANAGERS DO?

Product managers are involved in a range of functions from deciding what product to build, to developing the product, through to taking the product to the market.

> **Product Managers are like the CEO for the given Product. Their role is strategic as they provide insight into the entire product lifecycle.**

The infographic below sums up the role of a product manager.

Typical time spent by product managers, average % of time spent on each activity across respondents

- Collaborating with technical and design functions — 15
- Defining product requirements — 14
- Collaborating with other functions — 12
- Planning and maintaining the road map — 10
- Coaching, team management, recruiting — 5
- Pricing and packaging — 2
- Researching market and competition — 4
- Reviewing metrics — 8
- Engaging with customers and partners — 12
- Defining product strategy — 18

McKinsey&Company | **Source:** McKinsey Product Management Index

"A great product manager has the brain of an engineer, the heart of a designer, and the speech of a diplomat."
– *Deep Nishar, Vice President of Product at LinkedIn*

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Jobs in Product Management

Chapter – 3
JOBS IN PRODUCT MANAGEMENT

No two product managers are alike. The role of a product manager depends on various factors including:
- Type of the product - tangible/ non-tangible
- Type of Industry
- Target users - B2B/ B2C

3.1 Generic positions in the product industry
- Associate Product Manager
- Product Manager
- Senior Product Manager
- Group Product manager
- Principal Product Manager
- Executive Level - Director & Vice President of Product
- Product Marketing Manager
- Product Owner
- Product Designer
- QA Analyst

3.2 High Paying Industries in Product Management
- Software/IT
- Automobiles
- Retail
- Finance
- Manufacturing
- E-Commerce
- Edu-tech
- Healthcare

HIGH PAYING INDUSTRIES IN PRODUCT MANAGEMENT

Software/IT	Retail	Finance
Manufacturing	E-commerce	Edu-Tech
Travel	Healthcare	RESUMOD

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Qualifications and Certifications for Product Managers

CHAPTER – 4
QUALIFICATIONS AND CERTIFICATIONS FOR PRODUCT MANAGEMENT JOBS

There are two ways to become a product manager
1. Follow the conventional way by taking up a product management course and then landing a job.
2. The other way could be building skillset related to product management by taking up such projects/tasks during work.
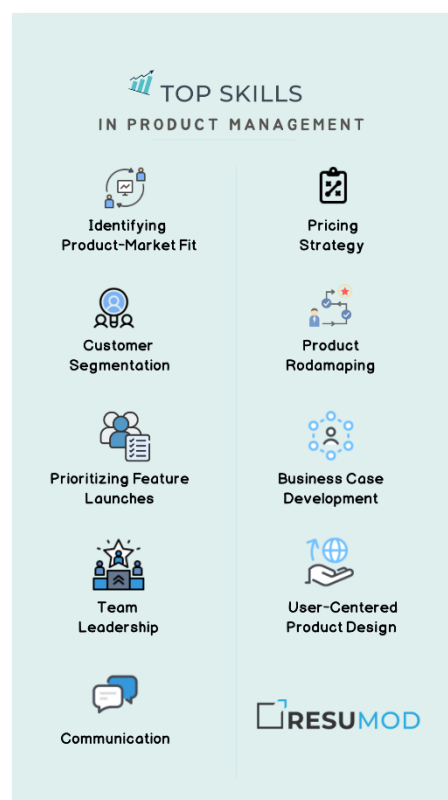
ProductHood helps you land a job using the latter

Top courses on ProductHood include:
- Cracking Product Case Problems
- Agile Product Management using Jira
- Google Analytics for New Product Managers
- Product Management Interview Questions
- Negotiation skills for Product Manager
- APM Fellowship Program
- API Product Workshop
- PM Mock Interview Cohort

Top skills in Product Management that can help you land a job
- Product Ideation
- Team Management
- Product Strategy
- MVP Development
- Stakeholder Management
- Design Thinking
- Product Roadmap Design
- Operations Management
- Strategic Alliance
- User-Centered Design Processes
- Design Quality Standards
- User Validation
- Product Roadmap
- Product Design Methodologies
- Agile and Scrum
- Communication
- System Analysis
- Requirements Gathering & Analysis
- Market & Competitor Research
- Test-Driven Development
- Strategic Planning

TOP SKILLS IN PRODUCT MANAGEMENT

Identifying Product-Market Fit

Pricing Strategy

Customer Segmentation

Product Rodamaping

Prioritizing Feature Launches

Business Case Development

Team Leadership

User-Centered Product Design

Communication

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Writing a Resume for Product Management

CHAPTER – 5
HOW TO WRITE A RESUME FOR PRODUCT MANAGEMENT

5.1 Title

A Resume always starts with a Job Title where you briefly mention the position you are striving for in addition to your domain exposure in various experienced sectors or industries.

Some examples include:
- IT Product Manager
- Product Marketing Manager
- Product Sales Head - Pharmaceuticals

5.2 Summary

All professionals require a good summary, be it entry-level ones or executive leaders.

An ideal summary focuses on your strongest areas.

> A generalized formula to start your summary is by mentioning the years of experience following an introductory paragraph comprised of the most sought-after proficiency in the mentioned field with abilities and attributes.

5.3 Core Competencies or Skills

Skills (soft as well as hard) are your abilities and core competencies that help you perform a particular job. It is our core skill set that makes you eligible for a particular role.

Use these tips to write a skill set:

Step1: Know your strengths

The first step is to identify the skills you already have. While doing this, focus on your hard skills only.
For instance, a history professor will have strong knowledge of the subject. They will also have abilities in handling students, research, lecture delivery among other skills.

Step 2: Check job requirements

An ideal skill section is that which not only represents the candidate but also those what the recruiter is seeking.
Look at your target job description and see what keywords are mentioned in there.
Focus more on hard or job-related skills. Do not miss the soft skills too if they are the topmost priority in your job profile.

Step 3: Create a Skills Section

Use the above two steps to create a skills section.

5.4 Experience or Job Description

An experience section of the resume, as the name suggests, lists out your employment journey. It contains employment details of all or some of your most significant employments. Now what does it contain:

- **Job/Position Title:** It is the role you were hired for. For instance, Marketing Manager, Content Writer, Software Engineer
- **Dates of employment:** These include the month and year of your joining a particular job and the month and year of finishing it.
- **Name of the employer and location:** Mention the name of the company you worked for, followed by the location of your office. If your company is headquartered in the USA, but they have an office in India, where you work. Your location would be the city in India.
- **Job description:** This is what you did during the job. This is the most extensive part of your entire experience section.

Here are some bonus tips to create a perfect job description:

- Follow a Consistent Pattern for all job descriptions
- Ensure Proper alignment and spacing
- Do not overcrowd with information
- Be to the point and specific
- Include relevant keywords
- Quantify information
- Use bullets and short sentences
- Talk more about work that relates to your target job

5.5 Achievements or Accomplishments
Under this section, you can mention your significant contributions resulting to the revenue or business growth of the organization. For Example:

5.6 Awards & Honors
This focuses on the numerous awards and recognitions an employee or candidate is honored or acknowledged with throughout the tenure.

5.7 Certifications and Trainings
Certifications play a significant role while succeeding our growth. Recruiters often look for certified candidates or employees because it provides a clear confirmation regarding the knowledge the candidate has acquired.

5.8 Education
A VERY important section. It includes the Academic Credentials regarding Graduation, Post-Graduation, and Ph.D. etc.

"At the heart of every product person, there's a desire to make someone's life easier or simpler. If we listen to the customer and give them what they need, they'll reciprocate with love and loyalty to your brand."

– Francis Brown, Product Development Manager at Alaska Airlines

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Product Management Resume Examples

Product Marketing Manager

A Product Marketing Manager, also known as a Product Promotions Manager, is responsible for promoting products and their features to the target audience of an organization. Product marketing managers are in charge of assessing which characteristics of a product are the most marketable, and then creating marketing campaigns around those features.

Vishal Sharma
Product Marketing Manager

Phone: +98796573571836
Email: vishalsharma@gmail.com

A professional with over 11 years of work experience, primarily in product ideation, market research, hypothesis testing, GTM strategy, and cross-functional stakeholder management with a focus on B2C business. Worked on New Growth initiatives incubated within the organization and involved in managing the same from concept to commercialization.

EMPLOYMENT HISTORY

Manager - Product Management ▶ Magicbricks   1015 - 2021
Launched Pay Rent through Credit Card
- Managed this fast-growing product category since launch. Involved in all aspects of the product life cycle, along with focusing on user discovery, tracking funnel drops off, resolving customer grievances, etc.
- Launched bank & allied partner cashbacks which led to the growth of over 100% MoM between Mar-Jun'21 which translates to roughly INR 30 Cr. GMV.

Launched Property Services
- Rolled out new sub- categories like Advocate Services, Property Inspection, Home Cleaning, Sanitization, Vaastu, etc.
- Worked since initial ideation, which included conducting consumer research, building & testing hypothesis through Wizard of Oz MVP, GTM planning, long-term product roadmap, etc.
- Directly contributed to about **25% of new partner sign-ups and onboarding.**
- Launched a **Tele calling channel** to increase conversions, especially from funnel drops offs. This led to a spike of **150% increase in orders** in Mar'21, and a monthly increase of 30% orders thereafter.

Launched Experience Centre
- Worked to ideate & build phases 1 & 2 of Experience Centres to promote an omnichannel strategy.
- Using Design Thinking principles, **reduced the size of the centre by 50%** to improve consumer flow & journey between phases. Locations across top cities, were thoroughly vetted to find the right target segments. Overall, both strategies increased **Customer Engagement by 50%**, between the 2 phases

Played a key role in:
- Stakeholder Management - Collaborated with many internal stakeholders, especially the UI/ UX & Engineering teams to build Product Roadmaps and Wireframes. Helped prioritize the product backlog based on impact to business objectives.
- Market Research - Conducted many ethnographic user researches across multiple market segments and geographies to establish better product-market-fit of existing core products & new non-core product offerings.

General Manager – Product Management ▶ Ocus Group   2012 - 2015
- Oversaw all aspects of product launch, GTM planning & subsequent growth strategy for two new projects.
- Researched the local market to understand gaps in the current offering, conducted hypothesis testing through a pre-launch release to limited users, and finally conducted an open market launch.

Results
- Helped transition, internal teams, from excel to ERP software to reduce customer complaints by 35% and increase order tracking & conversion by 60%.
- New sales & brand strategy resulted in exceeding Q2 forecast by 35% valued at approximately INR 70 Cr.

Asst. Manager ▶ BPTP Ltd.   2010 - 2012
- Managed real estate agent **Key-Accounts** as well as conducted induction & training for new Channel Partners.
- Conducted through **market research to** identify solutions aimed at increasing partner earning, which increased their brand loyalty.

Highlight
- Exceeded **yearly target by 20%,** which led to an individual revenue contribution of **INR 100 Cr.** in 2011.

EDUCATION

Post Graduate Program (Exec. MBA) - Strategy & Leadership ▶ ICFAI Institute

Bachelor's in Business Administration (B.B.A. Hons.) – Marketing ▶ Manipal University

SKILLS

Product Ideation | Team Management | Product Strategy | MVP Development | Stakeholder Management | Market Research | Design Thinking | Product Roadmap | Operations Management | Strategic Alliance

COURSES

Agile Development Specialisation at University of Virginia, Darden School of Business
Corporate Entrepreneurship & Global Strategic Management

EXTRA CURRICULAR ACTIVITIES

Winner of Monthly Champions Program ▶ Magicbricks   2018

Hi-Po Candidate for Step- Up Program ▶ Magicbricks   2018

Resume of Director- Product Management

The product director manages the lifespan of a product and ensures that development teams have all of the tools they require. They may also establish product criteria, develop a vision, and integrate the product with the company's overall strategy. Their responsibilities include coordinating with various departments to develop new products and services, overseeing product development operations to ensure smooth flow and efficiency, devising strategies to improve processes, gathering relevant data such as sales and customer feedback, and overseeing product development operations to ensure smooth flow and efficiency. As a director, they must also lead and inspire departments to achieve their objectives while following the company's policies and regulations, including its mission and vision.

Rabia Khan

Director - Product Management

📞 +9878965467888
✉ rabiakhan@gmail.com

A leader in product management with extensive expertise leading cross-functional teams to develop, construct, launch, and manage world-class SaaS innovations. Blend technology skills with extensive Agile/ Scrum experience, a marketing orientation and analytical abilities to evolve product strategy. Prioritize and manage several projects while adhering to deadlines and financial constraints.

EMPLOYMENT

2016 - 2021 **Director - Product Management - Viacom Media**

- Led product and business strategy for embedded OEM software components licensed to leading software application providers including Google, IBM, Microsoft, Symantec, Thomson Reuters and others.
- Oversaw inbound and outbound product management including requirements gathering, product planning, go-to-market, marketing communications, sales support and license contract negotiation.
- Led joint sales, engineering, and product management meetings with customers to share roadmaps, identify new requirements and ensure alignment.
- Developed annual product business plan which demonstrated alignment with market trends and overall division strategy.
- Monitored existing and emerging markets to anticipate longer-term opportunities and align roadmap.
- Developed a business plan for and proposed a hosted software service to broaden distribution and align with the company's cloud strategy.
- Designed and implemented a multi-year requirements survey and gap analysis which improved product development focus.
- Oversaw the development and execution of competitive interviews which provided new differentiation points.

2012 - 2016 **Director - Product Management - ZS Electronics**

- Recognized and acted on the need for a new product development approach and brought in the scrum as our agile methodology.
- Increased sales-development alignment 70% by implementing release planning, versioning, and agile (scrum) development technique and supporting Jira/ grasshopper tools.
- Facilitate both sprints and release planning for prioritizing the feature set and bug fixes in preparation for a successful launch of each release.
- Ensure delivery of product vision communicating goals and release plans internally and externally. Prioritized the feature set in preparation for a successful launch of each release.
- Establish a foundation of understanding for data protection, data analytics, and data management applications in the data center. Manage 3 direct reports.
- Drove sales 100% and reduced customer churn 25% by developing cross-database platform actionable data warehouse management dashboards.
- Increased sales opportunities 400% by developing solutions for migrating to and on-going optimization for Exadata.

EDUCATION

2009 - 2010 **Post Graduate Program (Exec. MBA) - Strategy & Leadership - Indian School**

of Business

2006 – 2010   **Bachelor's in Business Administration (B.B.A. Hons.) – Marketing - Oxford Brookes University**

SKILLS

Technical Product R&D	Product Roadmaps
Team Leadership	SDLC
Market & Competitor Research	UX / UI Design
Product Lifecycle Management	Agile / Scrum Methodologies
QA Testing	Go-to-Market Launch Plans
Test-Driven Development	Troubleshooting & Debugging
Financial Modeling & Forecasting	

Technical Skills

- Java
- Groovy
- C
- C++
- JavaScript
- Angular JS
- jQuery
- Ruby
- VBA Jersey
- Spring MVC
- Rails
- Grails
- Sinatra SQL (Postgres, MySQL)
- NoSQL (MongoDB)
- Liquibase
- MyBatis
- Hibernate

Resume of Product Owner

A product owner makes certain that their products provide the most value to potential buyers. Product owners normally lead each product development cycle, though the role varies by firm. They might strategize business value, engage with designers, examine the competitive landscape, and define the marketplace early in a product's lifespan. They may interact with clients, collect feature requests, schedule new releases, and coordinate sprints after a product is released. Above all, the purpose of a product owner is to offer a successful product to users while staying true to the company's mission.

Nikita Sharma
Product Owner

+978926472863
nikitasharma@gmail.com

Experienced Product Owner with demonstrated history of working on transformative initiatives and achieving results. Proven track record of leadership skills with an ability to develop high-performing team and team members.
- Multi-sector product expertise, with experience working with users across publishing, financial, technical, and consumer sectors.
- Proficient at leveraging key data from stakeholders through guided workshops on Miro.
- Dedicated to meeting and exceeding expectations for product launches and sprint updates.
- Expertise in executing A/B testing and drafting Technical User Stories for product development.

EMPLOYMENT HISTORY

Product Owner
Netomi, Mumbai
2018 - 2021
- Facilitated project meetings to capture testing and project updates within credit risk reporting processes.
- Created project plans/timelines in Microsoft Projects, resolved issues to promote efficient and successful project releases across multiple teams.
- Led multiple tasks to implement best practices by documenting, tracking end-to-end life cycle review and signoff processes.
- Collaborated closely with technology, business partners to develop business requirement documents, and test scripts during multiple release phases.

Product Owner
Impetus, Pune
2015 - 2018
- Provided roadmap baseline, prioritized projects, implemented requirements change control, and synchronized cross-functional teams.
- Provided market analysis, design recommendations.
- Managed Quarterly releases of the product, supported strategic planning, designing, and delivering new features within the product.
- Oversaw the product team and guided them on issues related to product develpment.
- Served as liaison between customers and multiple teams to establish business requirements and create functional specifications.

EXTRA CURRICULAR ACTIVITIES

Volunteering
Volunteer once a month as clothes intake assistant at Goodwill

Blood Donation
Donated blood at the blood donation cmap organise by the rotary club

EDUCATION

Bachelor of Engineering ,
Electronics and Communications
University Of Mumbai

WEBSITES & SOCIAL LINKS

https://www.linkedin.com/in/nikita-sharma/

SKILLS

User-Centred Design Processes

Design Quality Standards

User Validation

Product Roadmap

Product Design Methodologies

Agile and Scrum

COURSES

Certified Scrum Product Owner
IIBA

Certified Product Owner
AIPMM

LANGUAGES

Marathi

English

French

Head of Product

The Head of Product's position focuses on creating new procedures, sharpening existing ones, enhancing overall team performance, and fostering organizational consensus. Many Head of Product positions necessitate a minimum of ten years of product management expertise. Some smaller companies, on the other hand, appoint directors with only 5 years or more of product management expertise. This position is strongly reliant on data.

Chris Ramage
Head of Product

+9878961638888
chrisramage@gmail.com

EMPLOYMENT HISTORY

❝

Seasoned Product Management professional with diverse experience in multiple industries. Solid understanding of customer needs and pairing them with real problems to build valuable products/solutions. Skilled at overseeing all facets of project life-cycle, including initiation, planning, resource allocation, testing, and implementation.Expertise in building strong working relationships with internal, external, and cross-functional teams in multi-national and global environment.

Product Head   **2017 – Present**
KREACIONS CONSULTING

Working on **product development & optimization** with organizations in travel, hospitality, retail, construction, IT, health and Home Improvement leading a team of 4 freelance PM's and Designers.
@fruitcart.com
- Tested the Wizard-of-Oz **MVP in 30 days** for a 3-way marketplace, adopting significant user motivation & usability insights into a **PoC for fund raising**.
- Developed **Product Requirement Document** with User Stories, UI Wireframes, GTM Plan & Product Strategy for **web & mobile platform**.

@travelworld.com
- Increased **revenue from `1.8 Crores to `19.2 Crores** in 12 months by launching an **integrated dashboard** for international tour providers and customers.
- Managed a team of 8 to conduct A/B Testing, Concierge/Sales MVP experiments.
- Reduced cost/trip by 35% and **Customer-Acquisition-Cost by over 75%**.

@Jain Bistro Restaurant Chain
- Drove **revenue from `8 Crores to `21 Crores** in one year by designing Customer Experience and Marketing Strategy, resulting in expansion from **2 to 6 locations**.
- Conducted market analysis, financial modelling, product planning & brand styling.

@ Geeky Electronics
- Designed regression model to scale business **from 52 to 88 stores** in 36 months.
- Developed Inventory MIS to improve **turnover ratio by 60%** in 12 months.
- Customer Loyalty program improving **Customer Loyalty Index by 220%** in 6 months.

@ tulipmmindwellness.com
- Conducted **Value-Proposition Hypothesis** to develop Business Model Canva
- Overlooked **Ideation to Prototype** for Website and Mobile app including UX Testing.

Product Director   **2014 – 2017**
PROMIZON SECURITY & AUTOMATION SOLUTIONS

Managed a team of 33 across various business functions providing products and services in electronic security, fire safety and building/home automation systems.
- **Achieved 600% Y-o-Y growth** in revenue by expanding the operations in Tier-1 & Tier- 2 cities across South Indian states.
- Negotiated **Distribution Partnerships** with over 15 International brands in 12 months.
- Imparted Technical Training to sales team and channel partners across all territories. Led the development and launch of Electronic Surveillance products achieving turnover ratio of less than 45 days and 30% of contribution to company revenue.
- Built **SaaS cloud-based** remote surveillance web app with a contribution to company revenue of 15% within 12 months.

EDUCATION

B.E. – MECHANICAL   **2000 – 2004**
RV College of Engineering

DIGITAL PRODUCT MANAGEMENT SPECIALIZATION   **2019 – 2020**
Darden School of Business

E-MBA – PGPPRO   **2020 – Pursuing**
Indian School of Business

SKILLS

Agile Product Management, Articulation & Communication, Conceptualization & Strategy, Planning & Prioritization, Situational Leadership, Data Driven Decision Making, Prolific Networking

AFFILIATIONS

Ex-National Board Member   **2011 – Present**
Round Table India

Board of Education   **2014 – 2016**
University of Mysore

COURSES

Gamification
Wharton School, University of Pennsylvania

Agile Development Specialization
Darden School of Business

Building a Product Roadmap & Strategy
LinkedIn Learning | PMI Registered Education

MOST PROUD OF

Institute of the Year   **2016**

Featured in Higher Education Review Magazine, as CEO of iPixio Design College in August 2016.

Product/Project Portfolio

- Group Booking & Management Console for Customized Outbound Adventure Trips.
- Developed cloud-based remote Surveillance monitoring app.
- Project Financial modelling tool.
- SaaS LMS Edu-tech product.
- Largest 5-star Hotel (845 suites) & Tallest Tower (77 Floor) in Kuwait.
- Launched Hitachi Power Tools in Kuwait.

Triple Digit Growth

- 2x to 6x revenue growth with almost all product leadership roles

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This guide was developed by Resumod.co

Resumod.co is an intelligent resume building tool that lets you build world-class resumes in minutes.