Resume Checklist

For Product Managers

Outline

- ☐ **1.** Clear overview of your skills and experience backed up by the rest of the resume
- ☐ **2.** Work experience
  - Description of each job with results in bullets
  - No more than 10-15 years
  - Story builds from job to job
- ☐ **3.** Relevant education and certifications
- ☐ **4.** How to contact you: mobile and email. Do not give your street address.
- ☐ **5.** 1- or 2-pages max

Work Experience

- ☐ **1.** Company name, job title and dates
- ☐ **2.** Action oriented job description
- ☐ **3.** Bullets for each major accomplishment – be sure to have a story for each bullet. Story contains situation, objective, your actions and results
- ☐ **4.** Separate job description for each distinct job – separate jobs at same company if over 3 years in same company
- ☐ **5.** If needed, collapse multiple jobs or early career jobs into a section called Relevant Experience
- ☐ **6.** Align with your LinkedIn profile
- **7.** Twice a year prepare a few extra stories for related accomplishments that could apply to your next role in product management. Keep your extra stories on index cards so your resume isn't cluttered with extras.

Product Management Guidelines

☐ **1.** List accomplishments that relate to full lifecycle of product management

- Product or feature launch

- Requirements development and prioritization

- Business case development and forecast management

- Customer feedback and customer satisfaction

- Sales enablement

- Product strategy and vision

☐ **2.** Show collaboration and teamwork that gets results

☐ **3.** Update your job description every 3-6 months as you accomplish more product management skills

Product Management Extras

☐ **1.** Use words and phrases found in your desirable job descriptions

☐ **2.** Periodic posting on LinkedIn on product management and leadership topics

☐ **3.** Customize your resume for each job application to emphasize your relevant experience

☐ **4.** Demonstrate bias for action with your accomplishments

☐ **5.** Accomplishments that are over 10 years old are low value in most product manager roles

☐ **6.** Highlight cross-functional accomplishments such as cost savings for engineering or joint go-to-market activities