



Mastering the PM Interview

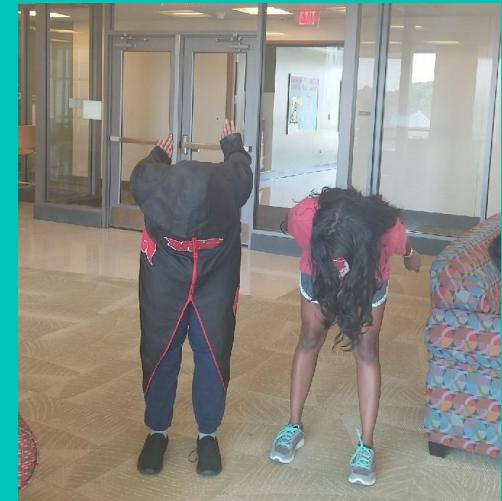
Agenda

1. TA Introduction
2. Syllabus Breakdown
3. Slack Introduction
4. Product Management Overview
5. Resume Review



1. TA Introductions

Meet your TAs



Hello!



Sriv Parameswaran (she/her)

- ❖ Computer Science Major and Spanish Language Minor
- ❖ Experience
 - Microsoft
 - SAP Concur
 - Rockwell Automation
- ❖ Fun Fact
 - I *Naruto-ran* on Mckeldin on my 20th birthday!
- ❖ Email: srivparam17@gmail.com



Hello!

Desiree Abrokwa (she/her)



- ❖ Computer Science Major with Cybersecurity and Spanish Language Minors
- ❖ Experience
 - Laboratory for Telecommunication Sciences
 - Northrop Grumman
 - Wells Fargo
- ❖ Fun Fact
 - I'm very good at radio show competitions
- ❖ Email: dabrokw1@umd.edu



NORTHROP GRUMMAN

5



Special Thanks!



Annie Fang

Special Thanks to Annie Fang for helping with the creation of the course!

2.

Syllabus Breakdown

Quick Rundown of the Course



Course Objective

Prepare students for PM
(Product Management)
roles in the technology
industry.



Course Timeline



Grading Policy

40% Weekly HW

Weekly assignments including peer mock interviews, written assignments related to lecture content, and short video recordings.

20% Midterm

The midterm will be on topics from weeks 1-6 and will consist of a mock interview with one of the instructors.

20% Participation

Most classes will consist of in-class Zoom breakout room activities. Showing up more than 5 minutes late will result in a grade of 0 for participation for that class period. We will also send out surveys that will be counted towards participation points.

20% Final Exam

The final exam will cover all the topics discussed during the semester* and will consist of a mock interview with one of the instructors.

*You can choose whether your final is cumulative or only second-half topics

Late Policy for Homework

1. Homeworks will be accepted up to **48 hours** after the deadline, with a **10% deduction** for each day late.
2. However, homework will still be accepted for up to **7 days** after the due date for up to **half credit (50%)** - if there are any extenuating circumstances please let the instructors know.

Academic Integrity

Note that academic dishonesty includes not only cheating, fabrication, and plagiarism, but also includes helping other students commit acts of academic dishonesty by allowing them to obtain copies of your work. In short, all submitted work must be your own. Cases of academic dishonesty will be pursued to the fullest extent possible as stipulated by the Office of Student Conduct. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit <http://www.shc.umd.edu>.

Class Communication

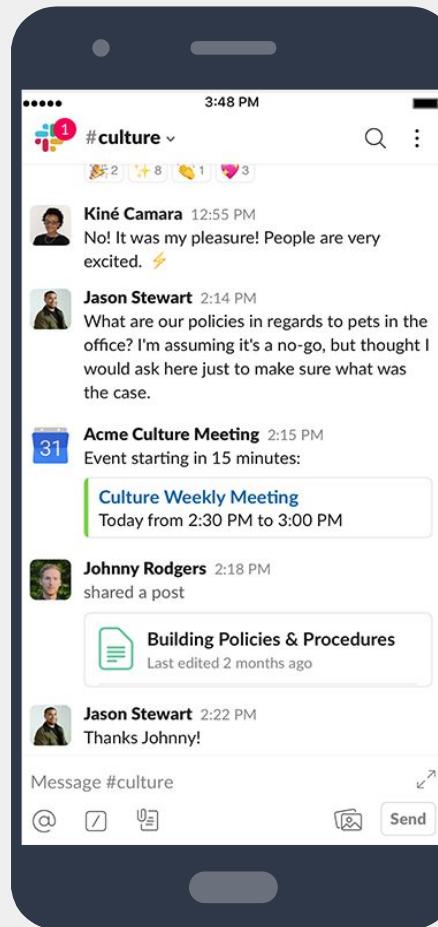
Class communication will be mainly through Slack (all homework announcements, etc.):

mtpm-stic.slack.com

All course material will also be posted on the class Github:

<https://github.com/mtpm-stic/cmsc389p>

Interaction beyond the classroom is encouraged, but should be limited to important or more urgent issues. Topics that need not be addressed immediately can wait till class time.



3.

Slack Introduction

Mini Slack Tutorial



Slack Interface

The screenshot shows the Slack interface for the workspace "mtpm-stic". The left sidebar displays a navigation menu with sections like "Get started", "All DMs", "Mentions & reactions", "More", "Channels", and a list of direct messages. The "Channels" section is expanded, showing the "# announcements" channel selected. The main area shows the "#announcements" channel, which was created on July 26th. It contains a message from "mtpm.stic" joining the channel along with three others. Below that, two messages from "[Fake Instructor] Annie Fang (she/her)" are shown: one changing posting permissions and another renaming the channel from "general" to "announcements". A message input field at the bottom encourages users to "Be the first to post a message".

mtpm-stic

#announcements

Company-wide announcements and work-based matters

Get started

Next: Send a message

All DMs

Mentions & reactions

More

Channels

announcements

questions

random

Direct messages

Slackbot

[Instructor] Desiree Abrok...

[Fake Instructor] Annie Fang (she/her)

[Fake Instructor] Sriv Param (sh...

Angela Pan

Anish Thakker

Divya Gupta

John Gao

Mallika Dinakar

mtpm.stic

Shreyas Vaidya

Invite people

#announcements

@mtpm.stic created this channel on July 26th. This is the very beginning of the #announcements channel. Description: This channel is for workspace-wide communication and announcements. All members are in this channel. (edit)

Add an app Add people

Sunday, July 26th

mtpm.stic 2:13 PM joined #announcements along with 3 others.

[Fake Instructor] Annie Fang (she/her) 2:59 PM changed channel posting permissions.

[Fake Instructor] Annie Fang (she/her) 2:59 PM renamed the channel from "general" to "announcements"

New

Be the first to post a message and help get the conversation started.

Message #announcements

Message input field with rich text editor icons: B, I, (bold, italic, etc.)

Buttons at the bottom: Roll call! Who else is here? and I'm here! What'd I miss?

Aa @ 😊 🗑 ➡

Slack Video Tutorial



Slack Channels



#announcements

Important class announcements such as homework deadline reminders, class cancellations, etc.



#peer-interviews

Schedule peer interviews with students in the class in this channel



#questions

Students can ask questions about the class and course facilitators or other students can respond



#PMNetwork

Group of PMs in different companies who could answer questions for students

Slack Channels



#resources

Course facilitators or students can post any extra resources they found useful for the class or PM interview prep in general



#weeklyreads

Weekly articles related to course material that will be send out



#random

Fun stuff that you can post to share with fellow students

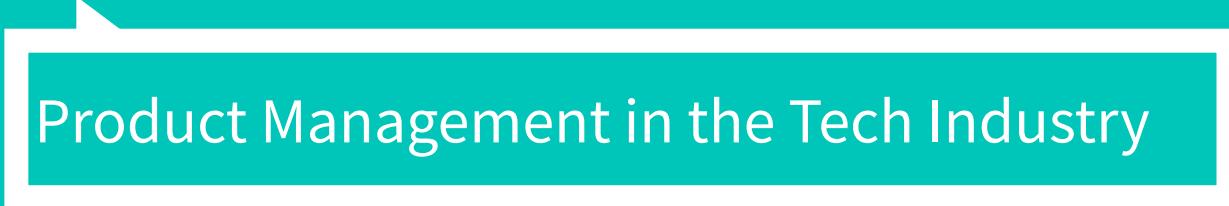


#opportunities

Opportunities for Product Management internship and full time roles

4.

What is a Product Manager?



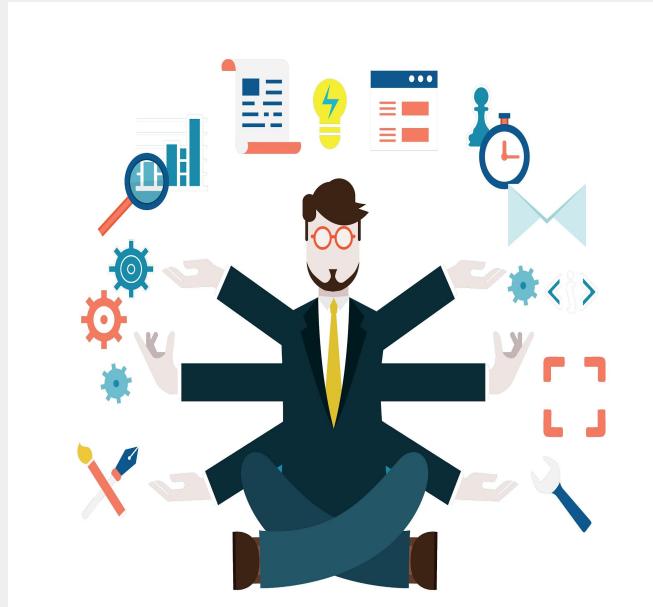
Product Management in the Tech Industry

“

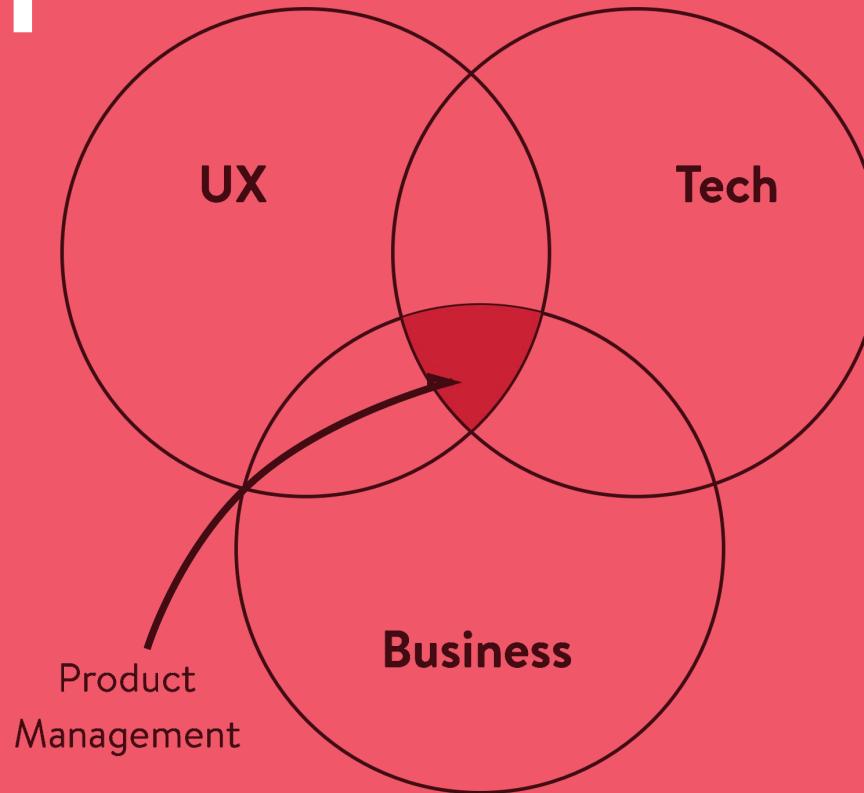
“Product Managers are the people at a tech company who guide the product all the way from inception to completion — including everything from **understanding and reconciling engineering tradeoffs** to maintaining a **firm grasp on how customers will use the product** and make decisions about its purchase. The product manager defines a plan for a product that contains key choices and constraints, and sells that plan throughout their organization.” - Carnegie Mellon University

Product Management

A product manager is the intermediary between the customers, engineers, and designers. They facilitate product and feature development.



Diagram



Different Types of PMs

Product Manager

Collaborates with engineering teams, UI/UX teams, and stakeholders.

Often customer-facing and involved in setting the overall product strategy.

Technical Program/Project Manager

Works closely with technical/engineering teams to see through the engineering timeline.

More focused on technical and feature development rather than product strategy.

Associate Product Manager

An associate product manager is an introductory role to Product Management.

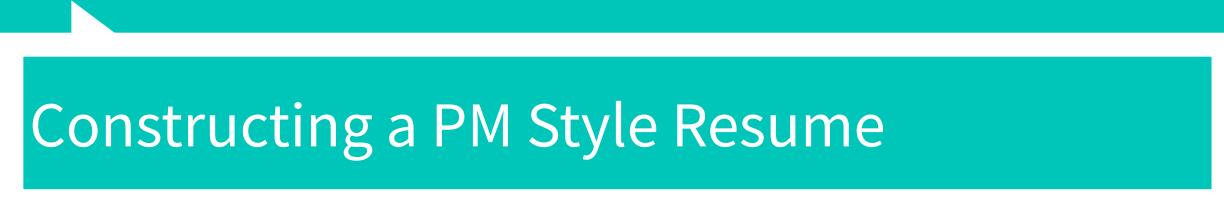
Organizations typically use the associate product manager role to bring junior talent in and then train them into the product manager that they need.

Note: Each role differs per company so it is important to research the position at the company you apply to

	Product Management	Program Management	Project Management
Definition	Product Management is the practice of strategically driving the development, market launch, and continual support and improvement of a company's products.	Program Management involves coordinating the interdependencies among projects, products, and other important strategic initiatives across an organization.	Project Management involves managing teams responsible for fulfilling the project and achieving its deliverables.
Main Responsibilities	<ol style="list-style-type: none"> 1. Serves the end users 2. Creates product roadmap 3. Creates strategy for product (e.g., includes enhancements and upgrades) 4. Supports product life cycle stages 	<ol style="list-style-type: none"> 1. Implements strategies and measure success 2. Oversees a group of dependent projects to reach the program goals 3. Aligns with long-term business objectives 	<ol style="list-style-type: none"> 1. Develops timeline and project milestones 2. Organizes workflow and resource allocation 3. Provides on-time and within budget project completion
Timeline	It can never be considered complete since your user is always evolving with different needs.	Expands beyond the completion of its projects to the long-term program execution.	A temporary endeavor with a defined start and end date.

4.

Resume Review



Constructing a PM Style Resume

General Resume Tips

1. Balance white space and text
2. Quantify your experience (e.g., increased membership by 10%)
3. Strong action verbs (e.g., delivered, led, maintained, developed)
4. Emphasize the positive impact **you** made on the project
5. List your role on the projects you worked on (e.g., were you the leader?)
6. Describe leadership experience and any academic accomplishments
7. Incorporating words/skills from the job listing (e.g., Keynote, PowerPoint, and Prezi)



PM Resume Tips

- 1. Include technical experience/skills**
 - a. E.g., UX/UI Design, Coding, Digital Marketing, Data Analytics
- 2. Emphasize when you exemplified soft skills**
 - a. E.g., Leadership, Collaborated, Organization
- 3. Highlight your problem-solving expertise**
- 4. Keep the focus on results and outcomes**
 - a. Example: “Instead of ‘Designed new products for the advertising team,’ you might say, ‘Partnered with digital advertising team to identify and design six new targeted ad-serving applications, resulting in a 140% increase in client spend.’”
 - b. Bullet point format: *action verb + job duty + tangible outcome, number, or metric*



More Tips

- 1. Include volunteer experience**
 - a. Ex. Tutoring K-12 kids how to code
- 2. Find instances where you took over a PM role**
 - a. Ex. Being a Scrum Master (for Agile)
- 3. Make sure your resume is parsable & accessible**
 - a. Especially if you made it outside of Word
- 4. Reach out to your recruiter, manager, or team**
 - a. Try to get feedback on your resume
- 5. Personal portfolio site**
 - a. Highlight your projects



PM Resume Tips - Technical Keywords

- **Strategy Keywords**

- Developed a product vision and strategy
- Created product personas
- Built a product roadmap
- Conducted a strategic review
- Recommended strategic initiatives

- **UX / UI Design Keywords**

- Designed initial wireframes
- Gathered UX feedback from users
- Researched competitors' UX
- Provided feedback to design team
- Contributed to the development of a design system

- **Coding Keywords**

- Wrote detailed user stories for engineering team
- Made initial tech difficulty assessments for features
- Negotiated timelines with Lead Engineer / CTO
- Helped make engineering trade-off decisions
- Built front-end / back-end features for app XYZ

- **Digital Marketing Keywords**

- Created value props with marketing team
- Provided feedback on copywriting
- Coordinated launch with marketing team
- Tested five acquisition channels
- Scaled a channel to X number of users

- **Data Analysis Keywords**

- Set key success metrics
- Measured metrics' improvement
- Performed analysis on large datasets
- Generated actionable insights
- Summarized data findings



PM Resume Tips - Soft Skills Keywords

- **Leadership Keywords**

- Lead a team
- Aligned stakeholders
- Managed a project
- Took an initiative
- Set a vision

- **Communication Keywords**

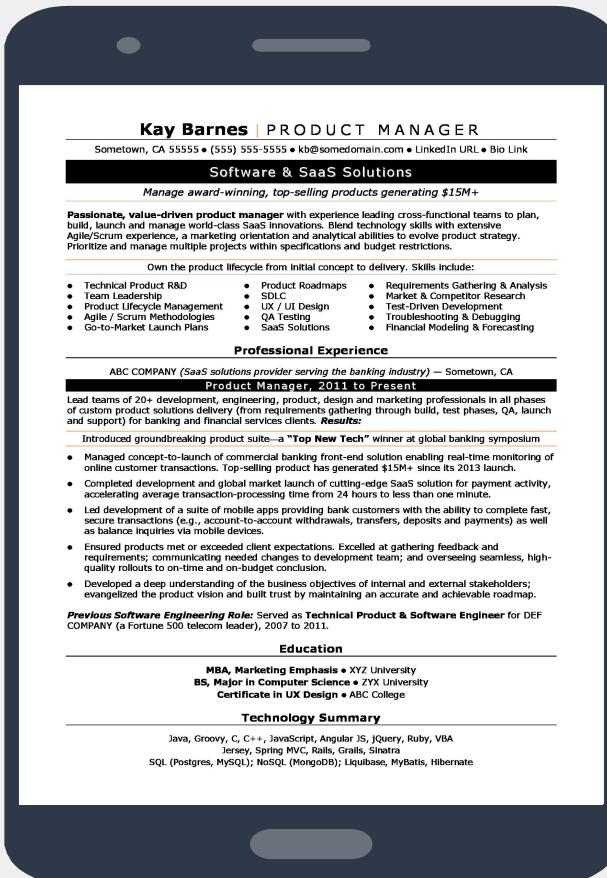
- Communicated next steps
- Summarized a complex situation
- Ran product meetings / reviews
- Presented in front of a large audience
- Wrote product requirement documents

- **Organization Keywords**

- Delivered a project
- Ran two-week agile sprints
- Organized an event
- Improved shipping cadence
- Optimized a process



Example of a Good PM Resume



JORDAN MAUGA

Marketing Product Manager

(000) 123-4567 | jordanmauga@email.com | linkedin.com/in/jordanmauga | Menlo Park, CA

TECHNICAL SKILLS & METHODOLOGIES

Frameworks & Methodologies: Agile, Scrum, Waterfall, Prioritization

Technical Skills: Jira, Pendo, Typeform, Trello, Visio, Rubicon, DoubleClick, LiveRail

Languages: Familiar with HTML, CSS, and JavaScript

PRODUCT MANAGEMENT EXPERIENCE

Product Manager | Pretty Pix Inc. | Palo Alto, CA | April 2017 - Present

Drive product development, vision, strategy, and execution across six teams and 15+ advertiser enablement products.

- Collaborate cross-functionally with design, engineering, marketing, and sales teams to identify and deliver new product solutions and enhance existing portfolio
- Develop and execute detailed product roadmaps using Agile methodology
- Partner with design and engineering teams on design concepts and product iterations
- Leverage beta testing, data analytics, and user research to identify and experiment with new formats and measurement methods to improve performance
- Own product strategy, including go-to-market plans, positioning, and messaging
- Evangelize product vision to key stakeholders using customer research, data analysis, performance metrics, and use cases to build consensus

Key Achievements

- Launched six new products in two years, resulting in 30% increase in revenue YoY
- Led design of Pretty Pix Adz feature with enhanced targeted ad-serving capabilities, resulting in a 44% increase in ad spend and a 99% customer satisfaction rate

Product Manager | Anchor Blue | San Jose, CA | January 2016 - March 2017

- Led five cross-functional teams from product conception through launch

Key Achievements

- Implemented Waterfall methodology to launch new video ad-serving product, resulting in a 140% increase in revenue and a 200% increase in new advertisers

Associate Product Manager | Bubbles LLC | San Jose, CA | October 2014 - December 2015

- Managed product ideation, research, planning, prototyping, sourcing, and costing

Key Achievements

- Shipped and scaled digital ad product for six platforms resulting in 46% market growth

EDUCATION & CERTIFICATIONS

M.S. in Marketing | Golden Gate University | San Francisco, CA | May 2014

B.S. in Computer Science | San Jose State University | San Jose, CA | May 2012

Source:

<https://docs.google.com/document/d/1aXJulVQn9OmGD4blm3qcRT7RDCQ0ikb-gPnj9l5wenQ/edit>

Homework

Due Friday (9/11) at 11:59 AM (Right Before Class Starts)

1. Submit a PM style resume
2. Introduce yourself on Slack in #random (name, year, major, why you're taking the class, tell us what you can talk about for hours!)
 - a. Also update your profile with your picture & pronouns if you haven't yet!
3. *Optional Reading: Chapter 1 in The Product Book (Link is in #resources)*

Due Next Friday (9/18) at 11:59 AM (Right Before Class Starts)

4. Complete Resume Peer Review (partners will be assigned) and submit updated version of resume