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Applied Materials: Product Marketing (Associate) Full Time 2023



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Company: Applied Materials

Role: Product Marketing (Associate)

Are you an international student?: Yes

If yes, What is your visa type?: F1 Visa, Currently on EAD



When did you begin applying: I started applying 2 months before my graduation.

Strategy used when applying

There are several factors that aligned to facilitate my successful attainment of a position that truly complements my career aspirations:

1. When I first started my job search, I thoroughly examined the responsibilities mentioned in each job description to comprehend the day-to-day duties integral to the role of a Product Marketeer. This enabled me to tailor my resume to highlight relevant prior experiences that reflected the core functions I would perform in this position. As the process advanced, I strategically made only minor adjustments to my resume. This prevented me from inducing unnecessary confusion by instituting major modifications that would likely compromise my interview performance.
2. I followed a strategy to only apply from 9–5 on Weekdays. Although it can be challenging to resist rapidly applying for an enticing opening, I considered it beneficial for my application to be near the top of the stack when a recruiter reviewed submissions during working hours.

3. When applying for roles, I ensured that all pertinent materials were included with my application, such as cover letters, portfolios, and work samples. I also made sure to write the description of my prior experiences in form of bulletpoints (take help of AI to formulate these).
4. I only applied for jobs that were a good fit for me. I made sure to check that the work experience and skills needed for each job matched what I have. By being selective and only applying for roles that aligned with my background, I was able to focus my efforts on positions I was qualified for. This helped me use my time effectively and increased my chances of getting interviews and landing the right job.
5. Whenever I had free time, like when riding the train, I would save job postings on LinkedIn that looked interesting. This allowed me to compile a list of relevant jobs to apply for later when I had dedicated time. My strategy was to apply to the saved jobs first before looking at new postings. By saving jobs when I came across them, I could then focus my applications during 9–5 on roles I had already vetted.



Platforms used for applying to full time roles

1. LinkedIn
2. Y-Combinator start-up directory
3. Copy pasted this on a web browser: site:lever.co | site:greenhouse.io product (1 year of experience or 2 years of experience) location:united states
4. Google jobs
5. Referrals

Platform through which you applied for this role: LinkedIn (navigated to Amat's workday portal)

Number of rounds: 5

Round 1

Role of interviewer in the company: Recruiter



Questions asked by interviewer: Revolved around company background and my role expectations.

Questions you asked:

1. What would be the learning curve of this role?
2. What are some of the most important qualities an Amat employee possess?
3. How many rounds will this position have?

Duration before the mail for the next round: The recruiter scheduled the second round on call itself.

Round 2

Role of interviewers in the company: 2 Mechanical Engineer(s)

Questions asked by interviewer: This was a conversation about my background and how it aligns with the role, and my personal interests. Since this was a hiring manager interview round, I prepared questions related to the job itself and aligned it with all my past experiences.

Questions you asked:

1. What major innovations is Applied Materials most excited about enabling with its semiconductor equipment to support rising IoT and artificial intelligence applications with its offerings?
2. What expertise and capabilities are most critical for this role to have an impact?
3. What are some of the tools and technologies the product marketer use in their day to day life?
4. Why do you like working at Amat?



Duration before the mail for the next round: Two days.

Round 3, 4, 5

Role of interviewers in the company: 1 Managing Director, Product Marketing and 2 Director(s), Product Marketing

Questions asked by interviewer: This conversation was about my previous experience and how it aligns with the product marketing role.

Questions you asked:

1. What are some marketing strategies you have used in previous projects?
2. Are there any customer success teams in applied materials who will also work with product marketing team to convey how the customers are responding to our campaigns?

Duration before the mail for the next round: Final offer after 2 weeks.

How did you prepare for interviews?

I followed the following strategies to give effective interviews:

1. I began by exploring the company's website to understand their work, mission, vision, values, and culture. Reading employee testimonials provided insight into the company's culture. I then reviewed their social media presence on Instagram, Twitter, and LinkedIn to grasp how they portray themselves publicly. Additionally, I read news about the company regarding acquisitions, global expansion, etc. to further understand their business.
2. After thorough company research, I carefully read the job description at least three times. First, to envision the role within the company and relate it to their products, hierarchy, and environment. Second, to identify key duties to reference when crafting relevant interview stories based on my experience. Third, to pinpoint required skills and technologies to incorporate as keywords in my responses.
3. After both company and role research, I developed succinct stories utilizing the Nugget (a 6–7 word description of my story) + SAR (Situation, Action, Result) format to answer likely interview questions. My stories combined relevant duties and required skills with examples from my work experience, academic projects, and university clubs to showcase both hard and soft skills. These answers were a combination of duties mentioned in the role and skills required to perform those duties in relevance to my previous work experience.
4. To practice, I had AI chatbots conduct mock interviews at least twice prior to the actual interview. I focused on hand gestures, vocal variety, and informal humor to refine my storytelling ability.

5. Finally, I ate my favorite food 1 hour before the interview to calm nerves and energize myself. This positive mindset helped me excel during the real interview.

Resources that helped

I leveraged several key resources that were invaluable in preparing for product marketing interviews and landing my role:



1. YouTube Videos — I watched numerous product marketing interview recordings and mock sessions. Seeing real interviews helped me understand expected questions and effective answering techniques.
2. LinkedIn Articles — Reading posts by industry experts provided insider tips straight from experienced product marketers and hiring managers. Their insights helped guide my strategy.
3. Industry Connections — Speaking with leaders in my network gave me a sense of day-to-day responsibilities and must-have skills to emphasize. Their advice boosted my confidence.
4. Previous Managers — Reaching out to my former co-op managers enabled me to practice responding to likely questions. Their feedback helped me improve my interview skills and shape winning stories.

Final thoughts

In closing, I believe having a thoughtful strategy and plan in place made all the difference in my successful job search. The steps I took to understand job requirements, align my experience, and be selective about applying allowed me to pursue opportunities that were a great match for my skills.

Staying organized by saving positions when I came across them enabled me to maximize my application time each day. Simple tactics like only applying during business hours kept my submissions visible when it mattered most. Writing accomplishments in bullet points made it easy for employers to see my fit.

Ultimately, having discipline, focus, and preparation around when, where, and how I applied gave me an advantage. My methodical approach reduced wasted effort and helped me come across as an ideal candidate. While finding a fulfilling job requires effort, maintaining persistence and following proven techniques can pay off.



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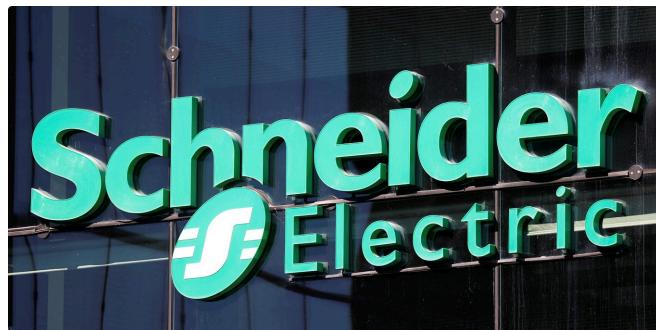
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- Platform to offer coding problem practice with built in code editor and written + video solutions in React
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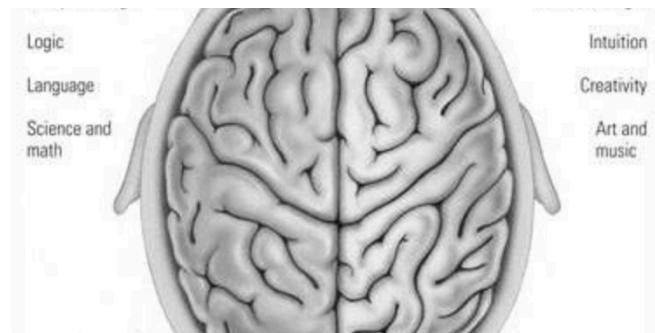
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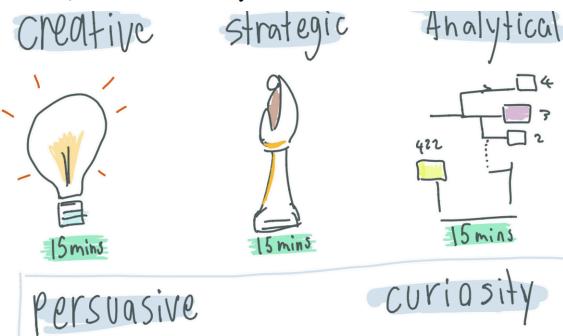
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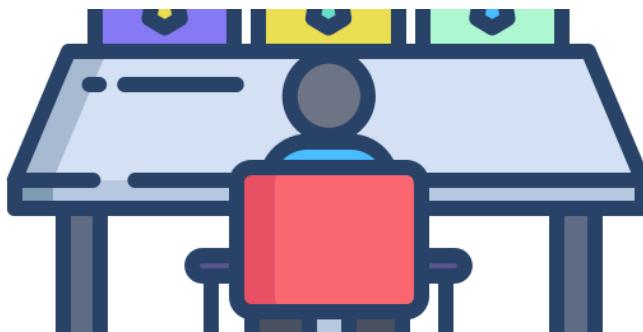
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