Blackblot® PMTK Skills-based Curriculum Vitae

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Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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1. **Introduction**
   1.1. **Document Objective**
   This document provides a framework for preparing a skills-based product management-oriented curriculum vitae.
   <Comment: A skills-based product manager's CV is structured around the specific skills, experiences, and competencies the candidate has developed rather than emphasizing education, job titles, tenure, or the companies they have worked for.
   A skills-based product manager's CV is particularly effective for candidates transitioning between industries, looking to highlight their capabilities, or applying for roles in companies that apply skills-based where the emphasis is on expertise and specific abilities.>

2. **Curriculum Vitae Authoring**
   2.1. **Section Objective**
   This section describes the principles that guide preparing a skills-based product management-oriented curriculum vitae.
   <Comment: By minding the following principles, a skills-based product management-oriented CV can effectively demonstrate the competencies and impact of a product manager, making it clear the value the candidate will bring to a new role.>

   2.2. **Highlight Core Product Management Skills**
   2.2.1. **Key Competencies**
   Emphasize essential skills specific to product management, such as market research, product strategy, data analysis, stakeholder management, roadmap development, requirements management, and competitive analysis.

   2.2.2. **Soft Skills**
   Include soft skills such as leadership, communication, and cross-functional collaboration. Product management requires working across departments and influencing others, so highlighting these skills is important.

   2.3. **Group Experience by Skill Categories**
   2.3.1. **Skill-Based Grouping**
   Instead of listing job titles and dates chronologically, experience should be grouped around specific competencies. For instance, categories might include "Product Strategy and Roadmap Creation," "Market Research and Analysis," or "Product Requirements Management." Under each category, achievements that demonstrate expertise in that area should be detailed.

   2.3.2. **Examples and Impact**
   For each skill or category, provide specific examples demonstrating how the skill was applied, focusing on measurable outcomes (e.g., increased user adoption, reduced churn, improved revenue) to illustrate the impact.

2.4.   Demonstrate Problem-Solving and Strategic Thinking
      2.4.1.   Showcase Problem-Solving
          Product managers need to understand and articulate complex user and customer problems. Each section should highlight instances where challenges or opportunities were identified, clearly describing how information solutions were devised and executed. This session helps demonstrate the ability to think strategically and make data-driven decisions.

      2.4.2.   Strategic Alignment
          The CV should also demonstrate how work aligns with broader business goals, showcasing an understanding of how product decisions impact and conform to the company's business and product strategies.

2.5.   Relevant Work Experience and Education
      2.5.1.   Workplace Experience
          Although a skills-based CV de-emphasizes job titles, referencing past roles helps establish credibility. Job titles and employers should be included concisely, focusing on the skills developed and results achieved in those roles.

      2.5.2.   Education and Training
          Educational background should be included, especially if it is relevant to product management. The CV should briefly state how the education contributed to building critical thinking or strategic skills that support product management.

      2.5.3.   Certifications
          Product management certifications (e.g., Blackblot Product Management Professional™ (BPMP), Blackblot Master BPMP) should be listed to substantiate expertise in the field.

2.6.   Focus on Achievements Over Responsibilities
      2.6.1.   Impact-Oriented
          The CV should highlight what was accomplished rather than only listing job responsibilities. For each role or project, tangible impacts should be detailed, such as increasing customer retention, growing revenue, or improving user experience.

      2.6.2.   Quantifiable Metrics
          Wherever possible, achievements should be quantified with numbers. For example, "Increased monthly active users by 20%" or "Reduced churn by 15%" provides measurable evidence of success.

2.7.   Tailor the CV to the Specific Product Management Role
      2.7.1.   Customization
          Customization of the CV for different roles is discouraged. Have one universal CV and apply selectively to job openings. Do not

unreservedly choose any open position and modify the CV for the role.

2.7.2. <u>Keywords from the Job Description</u>
Incorporate keywords that best reflect your professional identity and competencies into the CV. Incorporating select keywords that reflect who you are makes the CV more likely to pass through Applicant Tracking Systems (ATS).

2.8. <u>Keep It Concise and Easy to Read</u>
2.8.1. <u>Brevity</u>
A skills-based CV should focus on clarity and brevity. Keep it short and simple, with the CV confined to one page (or two at most) to ensure it remains impactful. Bullet points should be used for readability, and unnecessary jargon should be avoided.

2.8.2. <u>Visual Hierarchy</u>
The CV should be well-organized, with clear headings and subheadings to break down information into easily digestible sections. Do not use emojis or Unicode characters.

2.9. <u>Show Adaptability and Growth</u>
2.9.1. <u>Evolving Skillset</u>
Product managers need to adapt to changing markets and technologies. The CV should highlight instances where growth and adaptation were demonstrated, such as mastering new tools, learning new methodologies, or adapting to shifting business needs.

2.9.2. <u>Learning</u>
Continuous learning activities, such as relevant training or self-initiated projects, should be mentioned to show a commitment to staying up-to-date in the field.

3. <u>Professional Identity</u>
3.1. <u>Section Objective</u>
This section describes preparing a professional identity statement.

3.2. <u>Professional Identity Statement</u>
Professional identity is a concept, presented as a statement, that defines an individual's character from a career and occupational perspective.

It serves as the foundation for charting a career path, determining which companies and organizations to pursue, and guiding the creation of a targeted CV. It also opens specific job opportunities and shapes a professional development plan.

A professional identity is centered around a single occupation and specialization, determining how an individual is perceived in their field.

The products worked on or the technologies used should not shape one's professional identity. Instead, the focus should emphasize domain specialization rather than specific products or technologies.

The professional identity statement template is "<Name> is a <profession>, specializing in <specialization>".

<Comment: Following are fictitious examples of correct professional identity statements:

- *"Jordan Rivera is a Senior Product Strategist specializing in Financial Services and Banking."*
- *"Morgan Gray is a Product Manager specializing in Education/Learning Services."*
- *"Taylor Smith is a Product Marketing Manager specializing in Travel and Hospitality."*

Following are fictitious examples of incorrect professional identity statements:

- *"James Carter is a Product Manager specializing in AI-driven SaaS Solutions."*
- *"Casey Blake is a Technical Product Manager specializing in Middleware APIs."*
- *"Alex Brooks is a Senior Product Executive specializing in Scaling Agile Workflows."*

A professional identity statement is often retained for at least a decade.>

4. Product Management CV
   4.1. Section Objective
   This section describes a professional, skills-based, product management-oriented curriculum vitae's structure and format.

   4.2. Product Management CV Template
   <Comment: See template and example in the following pages.>

<FirstName LastName – Curriculum Vitae>
<Street, Town, State, Zip
phone, email>

Professional Identity
<Enter your professional identity, a statement embodying the role and responsibilities you seek professionally.>

Professional Summary
- <Enter text.>
- <Enter text.>
- <Enter text.>

<Comment: The first bullet point highlights your education and unique competitive advantage. Then, using no more than three bullet points, describe the key highlights of your career, organized by tenure or importance. These bullet points focus on your accumulated experience and achievements, presenting them in a factual manner that reflects the competencies developed through your accomplishments over time. Alternatively, this information can be combined into a concise paragraph of no more than two sentences.>

Key Skills
<Enter a list of product management skills and tools.>

Professional Experience (Grouped by Skill Categories)
<List the skills categories, and under each category, list the workplace which contributed to developing the skills.
<Comment: Skill categories include, for example:
- *Product Roadmap Development*
- *Market Research and Analysis*
- *Stakeholder Management*
- *User-Centered Design>*

Education And Training
<Briefly outline academic qualifications and relevant training.>

Certifications
<List any certifications relevant to product management.>

Achievements
<Enter key measurable impacts from previous roles.>

Jane Doe – Curriculum Vitae
123 Product Lane, Tech City, CA 67890
(555)555-5555, jane.doe@email.com

Professional Identity

Jane Doe is a Product Manager specializing in software development and user experience optimization.

Professional Summary

Product Manager with 7+ years of experience in software development and UX optimization. Expertise in managing product lifecycles, improving user retention, and driving growth through data-driven strategies. Proven success in leading teams, launching high-impact products, and enhancing user experience.

Key Skills
- Product Lifecycle Management
- User Experience Optimization
- Data-Driven Decision Making
- Cross-Functional Collaboration
- Go-to-Market Strategy
- A/B Testing and Analytics
- Roadmap Development and Execution
- Team Leadership and Stakeholder Management

Professional Experience (Grouped by Skill Categories)
- PRODUCT LIFECYCLE AND ROADMAP DEVELOPMENT
  - Led the development of a flagship software platform at *Tech Innovations Inc.* (San Francisco, CA), increasing customer acquisition by 25%.
  - Managed roadmaps, delivering three product updates annually and aligning releases with business objectives.
  - Developed go-to-market strategies, boosting product reach by 40% at *FutureTech Solutions Ltd.* (San Jose, CA).

- USER EXPERIENCE AND DATA-DRIVEN DECISIONS
  - Enhanced user retention by 30% via feature optimizations using data insights.
  - Applied A/B testing to refine product features, improving user engagement.

- LEADERSHIP and STAKEHOLDER MANAGEMENT
  - Led a team of 15+ professionals, coordinating with marketing, engineering, and sales for product development.
  - Managed cross-functional stakeholder relationships to integrate feedback and optimize product-market fit.

Education and Training
- MBA, Product Management, University of California, Berkeley, 20xx
- BS, Computer Science and Engineering, University of Michigan, 20xx
- Blackblot Strategic Product Manager (SPMR), 20xx

Certifications

- Cisco CCNA, 20xx
- Blackblot Master BPMP, 20xx
- Blackblot Product Management Professional™ (BPMP), 20xx

Additional Information
- Languages: Fluent in English and German
- Clearances: DOD (20xx), NSA (20xx)