

Sample Job Description

Company: XYZ Apps Incorporated

Position: Product Manager

XYZ Apps Incorporated Product Managers work with teams of engineers and designers to build products. We are looking for **extremely entrepreneurial Product Managers** to help **innovate and execute product initiatives** across the company. This position is full time and based at our Berkeley office.

Responsibilities

- Lead the ideation, **technical development**, and **launch of innovative products**
- Establish shared vision across the company by **building consensus on priorities leading to product execution**
- **Drive product development** with a team of world-class engineers and designers
- **Integrate usability studies**, research and market analysis into product requirements to **enhance user satisfaction**
- **Define and analyze metrics** that inform the success of products
- Understand XYZ Apps' strategic and competitive position and **deliver products that are recognized best in the industry**
- **Maximize efficiency** in a constantly evolving environment where the process is fluid and creative solutions are the norm

Requirements

- **Product management or product design experience**
- Exceptional **communication** and **presentation skills**
- Exceptional **organizational** and **analytical skills**
- **Understanding of the technical architecture of complex and highly scalable web applications and/or media products**
- Experience **designing simple and intuitive user interfaces** – ability to **create examples** through wire frames and mock ups
- **Experience developing social products, technologies and platforms is** strongly desired
- BA/BS in Computer Science or related technical field is ideal

- Pulling key words from the responsibilities and requirements section will help you tailor your resume to emphasize what they're really looking for.
- Give specific examples of when you've accomplished something similar to a highlighted key word.

Highlighted text is how the key words above were emphasized.

HAAS STUDENT
Address
Phone and Email

Today's Date

Mr. James Frey (name)
University Recruiter (title)
XYZ Apps Incorporated (company)
1124 Main Street (street address)
San Francisco, CA 12345 (city, state, zip)

Dear Mr. Frey,

XYZ Apps Incorporated has shown its commitment to excellence yet again by recently releasing XYZPlay, the most popular app in the United States. My recent discussion with Mark Williams, Director of Operations at XYZ Apps, confirmed my desire to work for the company because of its unwavering pursuit of improving the user experience. I am not only passionate about pleasing the end-user, but also building relationships across cross-functional teams to develop fun, smart and useful apps.

A few examples of my passion at work are listed below:

“maximize efficiency in an evolving environment”

Leadership from product design to launch: As Director of Product Management of local startup ABC Inc., I developed, branded and launched the company's first app which became the 20th best-selling app in the iTunes store. I also successfully launched several mobile products including ABC1, ABC2 and ABC3. each app exceeded expectations by 15 percent and I was able to double profit margins by 10 percent for the second launch.

“deliver products that are recognized best in the industry”

Understanding consumer behavior: When serving as the lead engineer at 123.com, I pitched seven product ideas, four of which were picked up and developed (one being “app4,” a popular app with the 18 – 25 age population). I was the first engineer in my department to host feedback sessions for consumers to explain their pain-points when using the app.

“Define and analyze metrics that inform success”

Maximize efficiency in a constantly evolving environment: I performed market and competitive analyses of disruptive emerging mobile technologies, such as mobile commerce and app stores ecosystem. I identified gaps and provided concise recommendations on the global product strategy how to heighten user satisfaction.

“enhance user satisfaction”

I'm an entrepreneur at heart and strive to build a career that benefits others. I would like to be considered as the product manager at XYZ Apps because my tactical skills are sound and my strategic approach to success has proved to benefit my current and past organizations. I would like the opportunity to speak with you further about my qualifications. Thank you for your time and consideration.

Sincerely,

Haas Student
MBA Candidate 2012
Haas School of Business
University of California, Berkeley