Resume Review: Senior Product Manager

Desired Role: Product Manager

Job listing URL: NA

Resume: Confidential

Client Notes:

"Started my career on Wall Street in institutional ETF and equity derivatives sales and trading before transitioning into product management, giving me a unique blend of financial and product expertise. "

Coach's Note

Hello!

I'm Coach Carlos Hattix, with over 25 years of experience as a Technical Recruiter working for companies such as Amazon, Microsoft, Uber, and VMware, I've reviewed thousands of resumes for hundreds of hiring managers and I appreciate you trusting me to review your resume.

RESUME FEEDBACK

You've built a rare and compelling career. The combination of institutional derivatives, ETF market structure, analytical depth, and large-scale consumer product leadership puts you in the *very* top echelon of PM candidates. You're operating at a Director level already.

My job here is to help your resume communicate that with the same clarity, force, and seniority that you deliver in your work.

1. WHAT'S WORKING WELL

Your domain story is exceptional.

You're one of the few PMs who can credibly bridge institutional finance and modern consumer product strategy. That's a serious differentiator.

Your impact is loud and quantifiable.

150M+ MAUs, major revenue unlocks, subscription retention up 20%, and platform surfaces that drive almost half of Yahoo Finance sessions — this is executive-level signal.

You have a startup-to-acquisition arc that companies love.

Being the first PM at a Series A startup that got acquired by Yahoo Finance sends the right message: scrappy, strategic, adaptable, and able to execute in ambiguous environments.

You clearly know how to ship $0 \rightarrow 1$ and scale.

Prediction markets, private company quotes, expanded market coverage, earnings integrations — your portfolio demonstrates range and stamina.

2. AREAS OF OPPORTUNITY

Your summary needs clearer positioning.

Right now it feels like a list of achievements. Let's convert it into a tight, strategic positioning statement that blends your Wall Street foundation, your data-product execution, and your intent for the next level.

Your education section is over-stuffed.

SEED reads like an essay. Bloom Institute reads junior. Both need to be simplified, consider moving SEED into its own section called "Other Experience" and place it before Education and after Experience; and Bloom reduced to a one-line credential.

Your skills section undersells your seniority.

The current list leans too engineering-adjacent, which can distract from your strategic depth. We'll rebuild this so it supports — not undermines — your product identity.

Cross-functional collaboration is missing.

Despite three mentions of "leading a team," there's no explicit evidence of partnership with engineering, design, data, GTM, or execs. Director/Staff PM roles require visible cross-functional fluency.

Several bullets need APR tightening.

You have impact — you just need clearer framing so each bullet immediately conveys Action, Problem, and Result.

3. THE 4-SENTENCE SUMMARY

Here's the structure we use for all senior-level candidates:

1. **Intro / Identity**
2. **Impact Snapshot**
3. **Unifying Theme / Operating System**
4. **Objective / Intent**

Your optimized 4-sentence summary:

1. Senior Product Manager with a hybrid foundation in institutional ETF and equity derivatives trading and five years of building financial data, analytics, and research tools at scale. **2.** Drove multi-million-dollar revenue unlocks, delivered $0 \rightarrow 1$ launches, improved subscription retention by 20%, and built platform features used by over 150 million global investors. **3.** Focused on transforming complex financial workflows into intuitive, high-impact product experiences through close alignment with engineering, design, data, and external partners. **4.** Exploring Director and Staff PM roles at AI-native companies or product foundation teams; based in Raleigh and open to relocation or in-office roles.

4. THE A-P-R METHOD (ACTION + PROBLEM + RESULT)

APR is the backbone of impact writing. It forces clarity, removes noise, and translates ownership into measurable business outcomes.

We'll apply it across your resume to elevate several of your existing bullets.

5. APR BULLETS (Original → Optimized → Why It Works)

Below are four bullets from your resume that are already strong but can be elevated using the APR structure. This is how we turn "responsibilities" into "impact."

"(redacted)" FINANCE (Bullet #1)

Original: "Own Yahoo Finance's Quote Page, driving 46% of all platform sessions for 150M+ global MAUs."

Optimized (APR): Redesigned the Yahoo Finance Quote Page (Action) to resolve navigation and research friction for high-intent users (Problem), driving 46% of all platform sessions across 150M+ global MAUs (Result).

Why It Works:

Right now, the original bullet underscores the surface area but doesn't tell *why owning it mattered*. The optimized version:

- establishes the action you took
- names the underlying problem
- ties your work directly to massive user impact

  This moves you from "stewarding a page" to "shaping the core research experience for millions."

"redacted" FINANCE (Bullet #2)

Original: "Unlocked multi-million dollar incremental annual revenue by redesigning ad infrastructure across desktop and mobile Quote Pages to scale ad delivery with dynamic ad insertion and higher viewability placements."

Optimized (APR): Redesigned ad infrastructure across web and mobile Quote Pages (Action) to fix low viewability and inefficient ad delivery pipelines (Problem), unlocking multi-million-dollar annual revenue through dynamic placements and improved scaling (Result).

Why It Works:

The original bullet is dense and overly technical. The optimized version:

- clarifies the *problem* you inherited
- highlights your role as the driver of the solution
- moves the revenue unlock to the punchline

  This reframing positions you as someone who understands product levers that directly influence monetization.

"redacted" (Bullet #3)

Original: "Led a team of 10 engineers driving adoption and growth of financial tools across web and iOS, including brokerage linking, portfolio tracking, research, charting, and content creation."

Optimized (APR): Led a 10-engineer team (Action) to address low adoption of core financial tools across web and iOS (Problem), shipping improvements to linking, portfolio tracking, research, and charting features that significantly grew engagement (Result).

Why It Works:

The original focuses on the features and team, but not *why it mattered*. The optimized form:

- centers your leadership
- highlights the friction you were solving
- ties everything back to the business-critical outcome: engagement growth

  This shows product leadership, not feature supervision.

"redacted" (Bullet #4)

Original: "Managed API integrations with 8 brokerage firms and 6 market data providers, ensuring real-time portfolio and market data across equities, ETFs, mutual funds, cryptocurrencies, and options."

Optimized (APR): Managed integrations across 14 brokerage and market data partners (Action) to eliminate inconsistent data freshness and fragmented portfolio sync issues (Problem), delivering reliable real-time data across equities, ETFs, mutual funds, crypto, and options (Result).

Why It Works:

Your original bullet is accurate, but it reads like operations. This version:

- frames the integrations as a *product problem*, not a checklist
- shows you understand system reliability and data quality — huge for trading platforms
- makes the complexity of the work explicit

  This positions you squarely for platform PM roles (Robinhood, Coinbase, Stripe, etc.).

These four bullets now:

- show your impact in product language executives respond to
- highlight platform-level thinking
- foreground your ability to diagnose problems, not just execute tasks
- map directly to the expectations of Director, Staff PM, and Trading Platform roles

This is the level of clarity and force that will move your resume from "strong" to "unavoidable."

6. EDUCATION — WHAT TO FIX

You have strong academic credentials, but the section reads too dense.

Changes to make:

- Keep your degree, school, and honors.
- Move SEED to **Other Experience**, written like a job.
- Remove Bloom Institute Bullets entirely.

Reframed Example:

Education

Virginia Tech — B.S. Finance (Summa Cum Laude)

Bloom Institute of Technology — Full Stack Web Development

Other Experience

SEED, Virginia Tech, Tech Sector Head

Managed $5M equity portfolio and led four analysts to produce sector research shaping fund-level investment decisions.

8. SKILLS SECTION: REPOSITIONING FOR SENIORITY

Let's shift you from "former bootcamp engineer" to "strategic PM with deep financial and technical fluency." I would move Skills higher up and place it between Summary and Experience. Not buried at the bottom of your resume.

Better framing:

Product Leadership: Strategy, roadmapping, KPI definition, user insights, experimentation, monetization

Technical Fluency: APIs, market data systems, SQL/Python (analysis), data modeling, system design collaboration

Financial Domain: Derivatives, ETFs, trading workflows, market structure

Tools: Figma, Amplitude, Tableau, Jira

9. CROSS-FUNCTIONAL COLLABORATION

You need explicit signals of how you work with:

- Engineering
- Data Science
- Design
- GTM
- Executives

Add bullets like:

"Partnered with Design and Engineering to align user insights with roadmap priorities, accelerating delivery velocity and improving feature quality."

"Collaborated with GTM to define positioning, rollout strategy, and messaging for new research tools."

These are the details Robinhood, Coinbase, Stripe, and similar platforms look for in senior PMs.

10. INCORPORATING YOUR WALL STREET ARC + LOCATION

Your story is stronger when we lead with the Wall Street foundation and connect it directly to your product identity. Add it to the summary as we drafted above — it strengthens your differentiation and clarifies intent.

11. MARKET FIT ANALYSIS: ROBINHOOD, PM, TRADING PLATFORM

Now let's talk about the Robinhood Trading Platform role you're targeting.

You're not just competitive, but you're meaningfully differentiated.

How You Match the Role

✔️ Brokerage, market structure, and trading experience

Five years at Morgan Stanley in derivatives, ETFs, pricing, liquidity, and OMS tooling

→ This directly aligns with their requirement of *5+ years in brokerage, market-making, or institutional trading.*

✔️ Platform-product experience

The Trading Platform team owns routing, execution, order management, reporting, fractional trading, etc.

Your work on:

- Quote Pages
- Market data integrations
- 24-hour pricing

- Trading research experiences
- Data providers

makes you directly relevant.

✔️ Strong cross-functional pattern

They need PMs who can work with engineering, research, design, execution services, marketing — your resume shows this but needs clearer articulation (as noted above).

✔️ Passion for financial products

Your career arc is the definition of this. Add just one line to your summary if needed.

✔️ Problem-first, data-led decision-making

APR framing helps you land this clearly.

✔️ Ability to build conviction through evidence

Your Commonstock work (1500% brokerage linking increase) and subscription retention results already show this.

Where You Have Deltas (and How to Reframe)

Delta #1: Explicit platform ownership

Robinhood will want to see platform-level thinking: infrastructure, data pipelines, system performance, routing reliability.

You have this indirectly — highlight your work on:

- Market data integrations
- Pricing feeds
- OMS workflows
- Ad infrastructure redesign
- Multi-partner integrations

Reframe these as **platform-layer product decisions**, not just features.

Delta #2: Internal trading tools / execution tooling

They call out "expert-friendly interfaces for trading, execution services, troubleshooting."

You can reframe your Morgan Stanley work on derivatives pricing tools and ETF Gateway as foundational experience.

Delta #3: Operational rigor

Trading platform PM roles require attention to operational performance.

Add a bullet showing how you monitored product performance, uptime, data freshness, or alerting — even if through engineering partners.

Delta #4: In-office expectation

You're already open to relocation and in-office roles. Keep this in the summary.

Your Overall Fit Score

You are the candidate they built this description for; you just need your resume to present the platform depth you already possess.

12. FINAL RECOMMENDATIONS

- Rewrite summary using the 4-Sentence Hattix180 format.

- Reframe some of your bullets to reflect not just action and result, but problem solved.

- Add two collaboration bullets.

- Reframe platform product experience explicitly.

- Move SEED into its own mini "Other Experience" section

- Rebuild your Skills into the strategic framing.

- Add a bullet or two emphasizing data freshness, reliability, or operational excellence.

- Integrate your Wall Street arc + relocation openness.