

Landing Your First Role

You're applying everywhere. Nothing's landing.

Twenty, thirty, fifty applications, most for product or product owner roles, and the silence is the same every time. You know you can do the job, you've already done pieces of it, but your CV reads like a list of duties instead of a product career, and the ATS filters you out before a human ever sees it.

What's in this stage's playbook

- A full ATS-compatibility audit for PM and PO-specific keywords, formatting and parsing errors
- Rewritten bullets that lead with product outcomes, not just duties
- A keyword map matched to the PM or PO roles you're actually targeting, APM, PM, Senior PM, Growth PM, PO, Senior PO
- A CV structure that proves product thinking in a 6-second scan, not just the bot

You need a CV and positioning that reads as "product" to both the bot and the human, not a rewrite of your job description.