



**PERSONAL TOUCH**  
CAREER SERVICES



# Samples and Service

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# WHAT IS YOUR **DREAM JOB?**

Practically everyone dreams of a better job. For some, it involves doing meaningful work for a company that promotes a positive culture and work/life balance. Others want to move up the corporate ladder into higher management roles. Finally, some dreamers feel the call of an entirely different field, diving deep into work they love in a new industry while leveraging their current skills. No matter what the target jobs are, most people want to earn a better salary.

Today is the day to turn your dreams into a reality.

## **Why Now?**


In case you hadn't heard, we are in a hot employment market. Employees are leaving their companies in unprecedented numbers as part of the Great Resignation. This movement shows how much people value a positive work environment and a higher salary. As a result, employers are doing everything they can to attract new workers, including offering higher starting salaries, extra vacation time, or even signing bonuses.

However, don't let that go to your head. You want to find the RIGHT job, not just the RIGHT NOW job.

In 2022, the Great Resignation turned into the Great Regret: People discovered that the grass wasn't actually greener on the other side of the fence. In fact, the new job was even WORSE, even though the money was better. And let's not even forget all the layoffs throughout 2023...

## **There IS Hope**

What you need is a strategic approach to land the best jobs. Hiring a service like the Personal Touch Career Services can vastly decrease the length of your job search while securing a better income. Whether you need a brand-new resume or a complete overhaul of your job searching tactics, we can make the difference between suffering through months of frustrating and unsuccessful job search to receiving a lucrative job offer from a top-notch company.



# THE DOWN AND DIRTY JOB SEARCH

## All Inclusive Solution for Your Job Search

Are you tired of repeating the same old ineffective job-searching techniques and hoping for different results? The Down & Dirty Job Search gives you proven strategies to slash the length of your job hunt in half while earning up to 20% more.

Since 2004, the Personal Touch Career Services has helped over 3,000 professionals move forward in their careers. Our founder, Donna Shannon, is a nationally recognized career coach and expert in every aspect of the modern job search. She constantly adapts the program to address current recruitment practices. At PTCS, we directly address our clients' struggles with their job search to make an immediate and long-lasting effect on their careers.

## Are You Ready to Get Dirty?

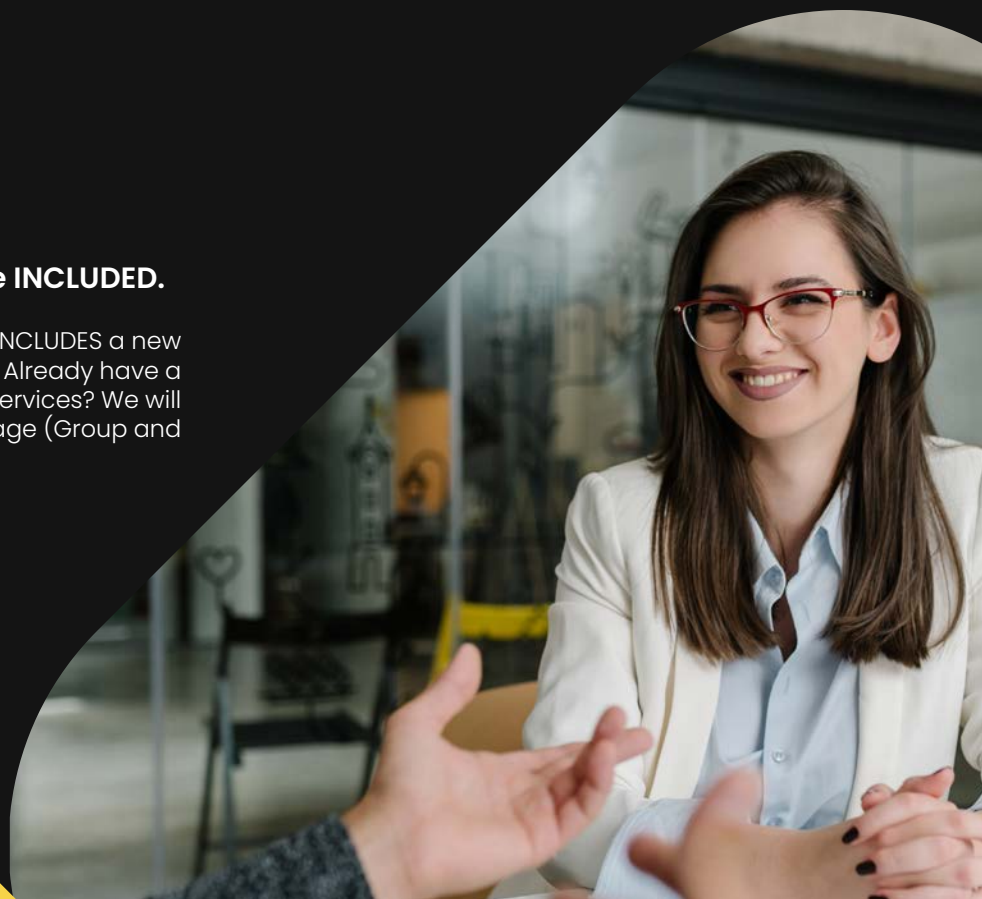
We take the guesswork out of the job search with clear action items, accountability, and expert guidance to keep you moving forward.

Our program will help you:

- Shave months off your job search
- Survive the HR screening process
- Tap into the hidden job market
- Network without being creepy, weird, or pushy
- Tweak your resume for any job in just 30 minutes
- Track down hiring managers and key decision makers
- Ace the interview while identifying the red flags of a bad company culture
- Increase your income by learning real-world salary negotiation strategies that actually work

## Our most popular writing services are INCLUDED.

Yes, that's right – our Down & Dirty Job Search INCLUDES a new resume and LinkedIn profile for the same price. Already have a resume written by the Personal Touch Career Services? We will deduct the cost of the resume from your package (Group and Private coaching only; restrictions apply.)



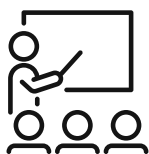
"I strongly recommend working with [PTCS]. They are outstanding when it comes to maintaining close communication with you and the quality of their work is top shelf! I found their knowledge and expertise to be above and beyond any expectation I could have ever imagined."

- Peggy H.

"I needed to find a very specialized position in a limited location. Donna's key helps included writing the perfect cover letter and, even more important, finding the hiring manager. After I reached the hiring manager, he confessed that my resume was not in his radar...That contact was critical in getting the new job I will be starting in two weeks. Donna also helped in my negotiations that increased my salary, got extra vacation time and resulted in a hiring bonus! I am very glad I decided on working with Donna on this process."

- Jose C.

## Choose Your Format:



### Online Course

Do you love diving deep into online courses that let you move at your own pace? Explore all our tools and effective job-searching techniques on your own time.



### Group Coaching

Restricted to no more than a few serious job seekers, our groups allow you to gain insightful feedback every single week while receiving learning initiatives to land a job in less time.



### Private Coaching

Are you looking for that ultimate "Personal Touch?" Our private coaching program is all about your specific needs in a 100% confidential setting.

## What You Get

	<u>Online Course</u>	<u>Group Coaching</u>	<u>Private Coaching</u>
The Down & Dirty Job Search online content	✓	✓	✓
The Down & Dirty Job Search Workbook	✓	✓	✓
Ace the Interview online course	✓	✓	✓
LinkedIn Secrets for Job Seekers online course	✓	✓	✓
3 months of our Membership		✓	✓
Weekly 90-minute coaching sessions (6)		✓	✓
Job Search and Salary Analysis private 90-minute coaching session		✓	✓
Private Mock Interview		✓	✓
New Resume & LinkedIn Profile		✓	✓
New cover letter		✓	✓

## Why Us?

Developed by Master Career Director (MCD) Donna Shannon, the Down & Dirty Job Search is the culmination of over 20 years of experience in the career development field. Since 2004, the Personal Touch Career Services has helped over 3,500 professionals land their dream jobs. We constantly adapt our strategies to meet modern recruitment practices. At PTCS, we directly address our clients' struggles with their job search to make an immediate and long-lasting effect on their careers.

## Guarantee

While we don't guarantee that you will get a job in 90 days, it is a fact that adding activities beyond simply applying to jobs online will significantly reduce your job search time. Should you not receive an interview within 30 days of completing the program, we offer one additional 60-minute coaching session (a \$299 value) to evaluate your search and get it back on track.

"This was life-changing, I mean it. Not only am I better at interviewing but it has helped me in my personal life. I strongly suggest others get the coaching and mock interviews; you'll learn about yourself on a much deeper level."

- Khoa T.



## SPECIAL COACHING

# SERVICES

While the Down & Dirty Job Search covers all aspects of the job hunt, we offer individual, one-on-one programs to address specific goals. Thanks to our years of experience, we can quickly identify your roadblocks and get your job search back on track.

### Hourly Coaching

Do you have a burning question or a unique situation? Then our 30-minute and 60-minute sessions are the perfect solutions. Our seasoned coaches provide guidance based on real-world Human Resources practices. With topics that range from how to tweak your resume for a specific job to dealing with delicate issues such as disability accommodations or religious exemptions, we have seen it all.

In addition to the job hunt, our strategy sessions provide long-term career guidance. Yes, we really DO care about where you see yourself in five years! We can help with those strategic career plans while providing spot-checks along the way. Many of our clients return to us year after year to make sure they reach their long-term career goals.

"I was uncertain how to present myself since I wore so many hats and felt a bit undefined in any one role. Donna coached me in interviewing skills and even held a mock interview to practice for specific jobs. She was responsive all along the way to any email or phone questions I had about upcoming interviews and within 3 weeks of hiring them on to help me, I was gainfully employed."

- Louis M.

"Donna is not only knowledgeable in her field, but she is funny, personable, and really cares about the success of others. If you're looking for someone that fits that bill when needing coaching and guidance on your career, she is your last stop!"

- Christy L.



## **Interview Coaching**

*Our most popular coaching service.*

Our interview coaching clients consistently report that they landed more job offers while successfully negotiating a higher salary.

Are you getting interviews but not securing job offers? Chances are, the problem is not with your qualifications but with your interview skills. Thankfully, even the most nervous job seeker can vastly improve their chances with our dedicated Interview Coaching program.

You and your coach will develop a strategy to get you through the most strenuous interview practices. No more flubbing over answers. No more struggling to come up with relevant stories for behavioral interview questions. Plus, you will learn to read the company during the interview to spot the red flags that signal a terrible job.

Package includes:

- Private 90-minute coaching session
- Mock interview with written evaluation and review
- Meaningful exercises to enhance your long-term learning
- Over three (3) hours of additional video-based, self-directed content

## **Salary & Compensation Negotiations**

From new graduates to the C-Suite, everyone can use a guide through the complex world of compensation negotiations. Unfortunately, far too many job seekers fail to even try to negotiate their salaries, resulting in thousands of lost dollars every year. Worse, starting a new position at less than you are worth creates a self-perpetuating cycle of low pay since every raise is based on a percentage of your current salary. Executives and high performers face even more challenges, especially when considering such items as bonuses, stock options, relocation expenses, perks, and paid time off.

With our in-depth Compensation Negotiations, we help with every volley between you and the company. We're in your corner, helping you get what you are truly worth—today AND tomorrow.

Package includes:

- Private, confidential coaching session with same-day email access
- Detailed Salary Analysis to identify your fair market value

"My coaching was great, my resumes were way more polished. The team was flexible enough to accommodate me getting a job interview during the coaching process, and I got a new job during the 2020 pandemic."

- Mark Y.

# THE ART OF THE **RESUME**

Resumes: seems simple enough, doesn't it? A list of experience, some top key skills, a mention of your education, and then you are good to go, right? Not so. Like poetry, resumes are deceptively simple. Within the span of a few pages, you must convey who you are, what you can do, where you have done it and your main achievements while sprinkling in the relevant keywords to pass the screening computers, also known as Applicant Tracking Systems (ATS). Add in considerations of format and style, and these one to two pages become even more challenging. Not only that, but depending on your industry or experience level, different rules may apply. How is a job seeker supposed to craft such a delicate mix properly?

## **More than Just Words on a Page**

The best resumes go beyond "just the facts." A truly artful resume will capture your story and who you are. In the modern job market where employers are basing hiring decisions on their corporate culture, they need to understand who you really are - and what you bring to the table.

## **Getting to Know You**

At PTCS, we devote a lot of time to really understanding your story. We conduct personal interviews, review your questionnaire, and analyze your target jobs to expertly tell your story and help you land that dream job.



## Who is Your Audience?

Depending on who is viewing your resume or LinkedIn profile, they may have conflicting ideas about what makes a good resume. A great resume and LinkedIn profile should be able to meet these different criteria.

### 1. Screening computers; ATS



Anytime you upload your resume into an online application, the chances are that you will be screened by a computer before a human being ever sees it. Computers rely heavily on the key words within the job description to determine if a candidate is qualified or not. In general, computers need a 50-70% match on key words alone to forward a resume on to the real live people in the HR department.

### 2. The HR Department



HR usually focuses on the skills, experience, and education of the candidate and how well the resume matches the job description. Keep this in mind: HR doesn't actually hire anyone. Their job is to *cut* candidates more than anything. To do so, they tend to be more literal about candidates needing to match the qualifications.

### 3. Hiring Managers



Hiring managers know what they really need in terms of talent, ability, relevant experience, and culture fit. They don't care as much about just the key word matching necessary to survive the screening. This is why they get frustrated with HR, who may just be sending the survivors of the screening process but not the most qualified applicants.

### 4. Recruiters and Headhunters



Recruiters don't care as much about the key words, except for some initial screening or hunting up the resumes from employment websites or LinkedIn. Instead, they want to see if they can sell you to a company.



WRITING

# SERVICES

## Comprehensive Resume Package

Our ATS-compliant resumes are designed to not only read well, but also survive the HR screening process; which will in turn get you more interviews. This package includes the essential documents you need for a successful job search: resume and LinkedIn profile.

The Comprehensive Resume Package Includes:

- Our exclusive, personality focused questionnaire
- 30–45-minute phone or Zoom interview with your writer
- Custom keyword analysis
- Resume delivered in Word and PDF formats
- SEO-enriched LinkedIn profile
- Two rounds of editing



"[They] took the time to get to know my past career experience, but also took the time to get to know me as a person. They are a pleasure to work with and will work with them again in the future. If you are looking to have a resume that will get noticed, Personal Touch Career Services is the one to hire."

- Mike N.

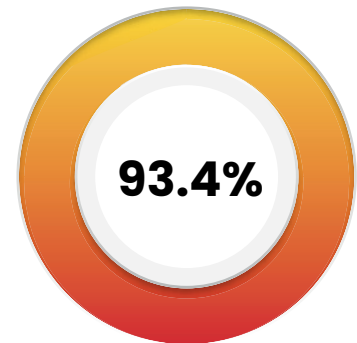
"I strongly recommend working with the Personal Touch. Beth took the time to get to know me and helped me understand what I needed to do differently to be successful. I am so glad I reached out to Personal Touch Career Services."

- Michael W.

### How Effective Are Our Resumes?

In January 2023\*, we surveyed our past clients to see how well their job search was progressing. Based on the results, 93.4% of participants immediately increased their interviews, and 77% had gotten a new job within 90 days of receiving their new resumes. We have 100 5-Star reviews on Google.

Plus, 100% of our coaching clients IMPROVED their job search results significantly.



### Do I Really Need a LinkedIn Profile?

With over 950 million users worldwide, LinkedIn is the premiere outlet for job seekers and recruiters alike. Having a dynamic profile, rich with keywords, is a great way to attract recruiters, but that is only one part of LinkedIn. You need to know how to best utilize the whole site! When you purchase a LinkedIn profile with us, you also gain access to Donna Shannon's online course, "LinkedIn Secrets for Job Seekers." Of course, we still write the whole profile for you (with clear directions on how to update your profile)—the class is a bonus that few other writing services offer.



### What Other Writing Services Do We Offer?

In addition to your core job searching documents, we also offer other documents such as Executive Bios, thank you letters, reference pages, and more.

*\*227 clients from January 2022–September 2022 were surveyed*

"After 2 years of using my old resume and getting NO interviews, I had Donna redo my resume. Today I have 2 (count 'em--2) interviews! I can only attribute the difference to her expertise."

- Karen S.



# RESUME

## EXECUTIVE SUMMARY

### Profile

Certified medical professional with 6+ years of experience in providing excellent administrative and clinical support in various healthcare environments. Seeking to provide expert-level care and assistance to patients.

Seeking to use my expertise in Physiology to fill the Physician Assistant position ABC hospital. A dedicated worker aiming to help and contribute to all the goals of attending to the patients with the utmost care.

## Work Experience

### Senior Physician Business Manager

- Assisting doctors during surgical procedures.
- Performing minor surgical operations as approved and authorized by the doctor.
- Assisting patients health by providing information and performing diagnostic tests.
- Assisting and working with in laboratory tests and performing laboratory tests in the laboratory.

### Physician Assistant General

- Assisting patients health by providing information and performing diagnostic tests.
- Assisting and working with in laboratory tests and performing laboratory tests in the laboratory.

# SAMPLE RESUMES

While these samples are primarily shown as 1-page resumes, most of our final products are 2 pages in length. Additionally, any of these formats are suitable for multiple industries, regardless of the name.

# Straightforward Resume

A classic that works well in conservative industries

## Dr. Alan Grant, PhD

111 Fake St □ Denver, CO 80003

888-555-1111 □ fake@gmail.com □ www.linkedin.com/in/fake

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### Environmental Scientist – Paleontologist - Geographer – GIS Specialist

#### Dedicated || Innovative || Resilient

Results-oriented Environmental Scientist and Geographer with talents in paleontology, geology, geography, and technical writing. Strong ability to communicate technical knowledge with non-technical personnel and clients. Keen understanding of site evaluations and remediation, from hands-on application to advanced coursework. Hardworking and persistent, with the ability to adapt to any situation.

#### Skills Summary

- Technical writing ability
- Excellent communication skills
- Technical presentation strengths
- Strong problem-solver
- Excellent time management
- Proven field experience
- Multi-media sampling
- Data analysis and research
- Creation of large datasets
- Macro-level commands
- Digitization and CAD conversion
- Spatial data maintenance/ analysis
- Image verification/ interpretation
- Cartography applications
- Python and model builder

**Computer Skills:** Microsoft Office (Word, Excel, PowerPoint, Access); Adobe Acrobat, Illustrator, Premiere, and Photoshop; Visual and Auto CAD; ESRI ArcGIS 10 and 10.1; NJ Geo Web, Google Earth, and GeoMapApp

#### Education and Certifications

Ph.D. in Paleontology – University of South Dakota, Rapid City, SD	2007
Master of Science in Geology and Paleontology - University of Southern California, Los Angeles, CA	2005
Bachelor of Science in Environmental Studies - University of Colorado, Boulder, CO	2003
GIS Certificate, OSHA 40-hour HAZWOPER Certification	Current

#### Professional Experience

##### Staff Scientist/ Consultant

April 2013 – April 2022

##### Hammond Industries – Isla Nubar, Caribbean

*Best known for their ground-breaking work with tapping Jurassic-period genetic material from fossils, Hammond Industries is the owner of the Jurassic Park franchises as well as underground surveying to the petroleum marketing, industrial, commercial real estate, legal, and oil and gas sectors, as well as local, state and federal government.*

- Gathered water and soil samples at various oil & gas sites to test for the viability of future sites.
- Conducted detailed field investigations throughout the Caribbean to address security features of public attractions.

##### Environmental Scientist I/Geographer

October 2007 – December 2012

##### Grant Industries – Denver, CO

*Grant Industries served clients by remedying impact problems in soil, groundwater, and the workplace. Services include working in conformance with the Site Remediation Reform Act (SRRRA) and environmental regulations to resolve outstanding contamination issues.*

- Conducted due diligence fieldwork, including collecting and documenting soil, groundwater, surface water, sediment, core samples, and environmental assessments.
- Interpreted and compared lab results with NJDEP Water Standards and Soil Remediation Standards.
- Initiated ESA's GIS capabilities for GIS data deliverable submittals required by NJDEP.
- Performed GIS tasks, including spatial analysis and map production for Environmental Reports.
- Created, digitized, and edited data (points, lines, polygons, DEMs) and performed complex queries by attribute tables (SQL) cross-referenced by locations and spatial overlay analysis.

## Frank N. Stein

5 Lois Lane | Anytown, USA | 555- 962-4601 | fakeemail@gmail.com

<https://www.linkedin.com/in/fake>

### DIRECTOR OF OPERATIONS

Results-oriented and knowledgeable Executive Project Manager and Tactical Systems Analyst offering experience within the aerospace industry. Expertly engages in customer service, global interaction, and revenue growth. Delivers outstanding team building and leadership capabilities. Passionate about analyzing a specific tasking/project and developing a team that drives success. Provides exemplary skills in building new business relationships and strengthening/increasing current accounts. Delivers outstanding

- **Offers strong abilities within government contracts**, consistently collaborating with international clients and teams to effectively achieve established initiatives.
- **Consistently achieves organizational goals** through procedural development, revenue growth, test operations, and strong knowledge within the aerospace/aviation industry.
- **Possesses solid business acumen and leadership**, delivering management and training to various global teams and business partners.

### PROVEN PROFIT-BUILDING CAPABILITIES

- Business Development
- Project Management
- Aerospace Financial Management
- Team Leadership / Training
- Customer Service
- International Collaboration
- Contract Negotiation
- Relationship Building
- Communication

### PROFESSIONAL CAREER HISTORY

TCGC., Anytown, USA

2005 – Present

#### Positions of Increasing Responsibility

##### Assistant Vice President (2014 - Present)

Currently manage four US government contracts valued at \$5.5M. Provide resource allocation strategies for all contracts. Construct consulting strategies for the follow-on fiscal years and establish consulting business development plans in collaboration with the director of business development. Prepare and deliver technical briefings.

- ✓ Designed a reorganizational consulting structure for heightened efficiency.

##### Project Manager (2009 - 2014)

Directed the organization's largest government consulting agreement valued at \$3M as the project manager for 72 separate initiatives within the contract scope. Engaged in complex contract negotiations and developed additional business efforts to acquire additional revenue from the US government. Provided monthly deliverables to the prime contractor. Monitored the performance of a diverse and cross-functional team of subject matter experts, government engineers, OEMs, and US Navy aviators.

- ✓ Provided derivative products to foreign military groups in Switzerland, Kuwait, Malaysia, Australia, Finland, and Spain.
- ✓ Increased corporate revenue by 24% during the past two years.
- ✓ Developed a cross-functional consulting organizational structure, increasing proficiency and communication during a corporate reorganization

##### PRODUCT LEAD (2005- 2009)

Served as the product lead challenged with developing and creating content for 72 chapters in the documentation. Led a team of 20 expert weapon system engineers and subject matter experts.

- ✓ Managed a \$2.9M yearly budget.
- ✓ Served as the senior analyst, expertly providing liaison services between client and company.

# Eddie "The Eagle" Edwards

303-555-1234 Cell

fake@fakeemail.com

## Business Analyst - Agile Scrum Master - Ski Jumping Coach

A former Olympic Athlete who understands how discipline, creativity, and attention to detail are crucial to world-class performance. For over nine years, implemented these same traits to manage a multi-million-dollar business process improvement. A natural leader with a passion for training and mentoring diverse teams with a lead-by-example mentality. Strong desire for life-long learning and career growth.

## Key Skills

Business Process Analysis	Financial Management	Strategic Planning
Software Development Lifecycle	Project Management and Design	Process Improvement
Staff Training and Development	Analytical Problem Solving	Budget Analysis
Technical Documentation	Quality Assurance	Process Automation
Strong Organizational Skills	Written and Verbal Communication	Attention to Detail

## Technical Profile

<b>Languages:</b>	SQL, C#.NET, JavaScript, HTML, XML, J2EE, Java and Visual Basic 6.0
<b>Quality Assurance:</b>	Functional testing, regression testing, user acceptance testing, test case development, test execution, and defect tracking
<b>Software Development:</b>	Web application development, database scripting/querying, object-oriented programming, Client/Server, and design patterns
<b>Application Software:</b>	Microsoft Test Manager, Team Foundation Server 2012, Visual Studio 2008/2012, MS Office 2003/2012, and Visio
<b>Databases:</b>	Oracle 11G Enterprise Edition, MS SQL Server 2008 R2/2012, Postgres 9.x, and MySQL

## Experience

**BUSINESS ANALYST – DATA ANALYTIC & REPORTING TEAM** **11/2013 - Present**  
**BiggieCo, Denver, CO**

*Analyzed claims work production and produced claims reports and recommendations for improving business processes.*

- Analyzed financial claim data, identified inefficiencies, and made recommendations for improvement.
- Created data and financial reports, including IBNR, cost and production reports, and labor productivity.
- Provided data analysis and problem-solving of remedy ticket system to improve resolution efficiency.
- Ran software automation program to update medical claims in Hewlett-Packard Quality Test Professional.

**BUSINESS ANALYST – BUSINESS INTELLIGENCE TEAM** **10/2008 – 10/2013**  
**Tech Company Headquarters, Denver, CO**

*Business Analyst for the Business Intelligence Team on a Quality Initiative project improving the effectiveness of a global, Fortune 100 business. Subject matter expert in new business requirements, specifications, and associated documentation.*

- Implemented an automated business intelligence tool allowing access to data and enhancing patient care.
- Gathered requirements for software applications and provided quality assurance testing.
- Conducted User Acceptance training to verify system performance and reliability.

## Eddie "The Eagle" Edwards, Resume pg. 2

303-555-1234 Cell

fake@fakeemail.com

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### PROGRAM ANALYST (CONTRACT)

9/2007 – 9/2008

#### Specialized Services, Colorado Springs, CO

*Provided financial budget analysis, including ad-hoc and monthly budget reports, queries, business intelligence, and financial reporting. Worked in collaboration with Cost Analysts to gather and create Future Year Program requirements*

- Researched, reviewed, and tested executed financial records for Satellite and Defense Weapons systems.
- Improved Open Document Listing and Tri-Annual Review budget reconciliation processes and provided training using an automated system with an annual budget of over \$3.5 billion.
- Audited budget and accounting lines to ensure compliance with Air Force financial regulations.

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### SENIOR FINANCIAL/BUSINESS ANALYST (CONTRACT)

5/2006 – 5/2007

#### General Military, Denver, CO

*Provided ad-hoc financial analysis support on budget and funding issues, year-end procedures, and contract close-outs. Audited and offered solutions for business process flow and accounting procedures.*

- Analyzed financial data and developed corrective actions to standardize USAF business processes.
- Developed training materials and facilitated training sessions on financial management systems, process improvements, and regulatory compliance with Lean methodologies.

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### BUSINESS/FINANCIAL ANALYST

04/2002 – 2/2006

#### Biggie Medical Group, Denver, CO

*Analyzed and audited financial data and prepared forecasts and financial reports for the Chief Financial Officer.*

- Streamlined decision-making processes with reporting, query, analysis, dashboards, and visualization.
- Built and maintained technical documentation, including Excel spreadsheets for ROI and profit margins.
- Served as an expert on SAP Business Objects and communicated information to accounting staff.

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### BUSINESS ANALYST

8/2000 – 3/2002

#### SomeCo, Denver, CO

*Developed management assertion packages and performed audits and gap analysis on global accounting procedures to obtain an unqualified audit option using Sarbanes-Oxley/OMB-Circular A-123.*

- Analyzed financial management systems and audit findings and developed action plans to resolve non-compliance issues using Lean Six Sigma methodology.
- Designed and evaluated financial management policies to ensure program effectiveness and compliance.
- Provided technical guidance and product knowledge of accounting computer systems and software.

## Additional Experience

### World-Level Competitive Ski Jumping Coach - Location, CO

1988, 1993 - 2011

#### Self-Employed

*Teaches jumpers of all levels from ages 5 to 75 in the art and sport of ski jumping. As a former Olympic Athlete for Great Britain, brings a high level of professionalism and insight into the international competitive industry.*

- Trained individuals, couples, and teams, including athletes competing on a national level
- Represented Britain in the 1988 Winter Olympics.

## Education and Certifications

### Agile Scrum Master

2014

### Master of Information Systems (MIS) – University of Colorado at Denver

2010

### Bachelor of Science, Computers Systems – Regis University, Denver, CO

2000

# Executive Resume

Layout that captures an entire career while showing clear progression

## BIGGIE KAHUNA

Address  
City, State ZIP  
xxx-xxx-xxxx (cell) xxx-xxx-xxxx (home)  
email@gmail.com

### PRESIDENT - GENERAL MANAGER - VICE PRESIDENT

*PROVEN LEADERSHIP IN SALES, MARKETING, AND STRATEGIC PLANNING FOR SUSTAINABLE AND SIGNIFICANT GROWTH*

Over 20 years of progressive experience in the Healthcare industry, including medical devices and Over-The-Counter (OTC) pharmaceuticals. Extremely adept in strategic planning, sustainable growth strategies, and talent attraction, retention, and development. Driven to help end users and patients enjoy a better quality of life through innovative products, professional education for physicians, surgeons, and knowledgeable sales staff.

#### AREAS OF EXPERTISE

Strategic Planning & Solutions	Marketing and Market Research	Sales Team Management and Integration
Business Plan Development	P& L Responsibility / EBITDA increase	International Business Development
Implementation of Growth Strategies	Sales Strategy and Profitability	Multi-Product / Multi-Market Experience
New Market Entry	Mergers and Acquisitions Transitions	Cross-functional Team Management
Major Contract Negotiations	Project Management	Self-motivated and Driven to Perform
Excellent Communication Skills	Analytical Problem-solver	Solid Decision-Making Capacities
Results-Oriented	Innovative and Creative	Staff Attraction/ Retention / Development

#### PROFESSIONAL EXPERIENCE

##### **A BIG COMPANY** 2005 – APRIL 2013

*Throughout career at BIG COMPANY, recognized for Leadership and Management Potential. Hand-selected for succession plan into senior management roles with fast-tracked career progression.*

##### **BRANCH COMPANY – CITY, STATE** 2012 - 2013

*As a wholly-owned subsidiary of BIG COMPANY, BRANCH COMPANY's global business focuses on minimally invasive medical devices for various surgical applications.*

VICE PRESIDENT, GLOBAL PORTFOLIO SOLUTIONS, EMERGING MARKETS

- Led a task force dedicated to researching, analyzing, and developing strategies to capture significant growth in the Chinese market while creating a long-term blueprint for other markets.
- Implemented a DMAIC analysis to create recommendations for pipelines, estimated capabilities, corporate procedures, infrastructure, and leverage of existing systems.

##### **BRANCH COMPANY – CITY, STATE** 2011 - 2012

*As a wholly-owned subsidiary of BIG COMPANY, BRANCH COMPANY develops innovative surgical products for laparoscopic and minimally invasive procedures. Products for the \$2B global company include endo-surgical, advanced energy, and bariatric medical devices.*

VICE PRESIDENT, SALES & MARKETING, US REGION

- Led a formal sales team of 500+ professionals, including 8 sales directors, 64 division managers, 20 marketing team members, and over 400 sales representatives throughout the US.
- Generated over \$1.1B in annual revenue for the endo-mechanical medical device segment.
- Restructured organization to maximize profit and potential of the team.
- Developed effective regional business plans, strategic plans, and product launches.

VICE PRESIDENT, MARKETING & PROFESSIONAL EDUCATION, US REGION

- Managed over 30 marketing associates and 100+ professional educators.
- Created marketing strategies and business plans for the \$1.5B minimally invasive surgical business.
- Oversaw the BRANCH COMPANY Surgical Institute for North America, designed to educate both marketing teams and medical professionals in minimally invasive products and their proper use.

## BIGGIE KAHUNA, PAGE 2

ANOTHER COMPANY CORPORATION – CITY, NC

2008 – 2010

*Another Company is a worldwide manufacturer of medical devices for the aesthetic plastic surgery industry, including breast implants, Flexible Plate, and Silk Dermal Filler. The company was acquired by BIG COMPANY subsidiary BRANCH COMPANY for \$1B.*

VICE PRESIDENT, INTERNATIONAL REGIONAL MARKETING

- Led all international marketing of plastic surgery devices in EMEA, Latin America, and Asia Pacific.
- Adopted BIG COMPANY commercial models to leverage sales and distribution teams of parent company: created training programs for sales and marketing departments specifically for Another Company products.
- Created business development and strategic plans on a global level.
- Corrected fragmented product line positioning statements to develop a comprehensive portfolio.

INTEGRATION LEADER (CONCURRENT WITH CLOSURE MEDICAL VP/ GENERAL MANAGER POSITION, 2008 - 2009)

- In recognition of the smooth integration of Closure Medical, chosen to lead the assimilation of Another Company's 1,400 employees, 6 worldwide locations, and all functional departments into new parent companies.
- Developed key milestones and timelines for day-one legal actions, 100-day integration plans, and end-state corporate structure blueprints.

MEDICAL CORPORATION – CITY, NC

2005 - 2009

*Following the acquisition of Medical by BIG COMPANY, the company continued to operate as a wholly-owned subsidiary of the parent company. Retained in a senior leadership role to continue brand development, market penetration, and additional product development for surgical, professional, and consumer use.*

VICE PRESIDENT AND GENERAL MANAGER

- Complete responsibility for all operations, including Research & Development, Quality Assurance, Finance, Human Resources, IT, Marketing, and Manufacturing.
- Designed overall strategic business plans and carried full P&L responsibility.
- Integrated the company's 120 employees into the BIG COMPANY structure following the 2005 acquisition.

MEDICAL CORPORATION – CITY, NC

1999 – 2005

*As a start-up venture, Medical developed and marketed BONDIT® Surgical Sealant, a safe alternative to traditional sutures. The company expanded the product line to include liquid bandages, an OTC First Aid product sold under the BAND-AID® Brand Liquid Bandage brand. The company was sold to BIG COMPANY in 2005.*

VICE PRESIDENT OF PRODUCT DEVELOPMENT

- Worked with the development team of scientists and engineers to develop the first internal medical sealant from concept to prototype and trials to use in studies.
- Acquired and integrated device design group within the company structure.
- Implemented development procedures to increase the time to market for medical devices.

DIRECTOR OF MARKETING

- Developed the OTC business plan, strategic alliances, and strategic planning for the company.
- Created international and domestic marketing plans for Liquid Bandages.
- Negotiated and signed two supply, distribution, and development agreements with Colgate and BIG COMPANY; Liquid Bandage became the #1 selling SKU in the adhesive bandage category.

EDUCATION & TRAINING

Bachelor of Science -Big College, City, State

# Tyrion Lannister

Kings Landing, CA 90210 | 303-555-1234 | fake@gmail.com | linkedin.com/in/fake



## President – General Manager – Vice President

Driving Sales, Marketing, and Strategic Planning for Long-lasting and Remarkable Growth

- ✓ Strategic Planning & Solutions
- ✓ Business Plan Development
- ✓ Implementation of Growth Strategies
- ✓ New Market Entry
- ✓ Major Contract Negotiations
- ✓ Mergers and Acquisitions Transitions
- ✓ Project Management
- ✓ International Business Development
- ✓ Multi-Product / Multi-Market Experience

With more than two decades of advancing expertise in the Healthcare sector, spanning medical devices and Over-The-Counter (OTC) pharmaceuticals. Extremely adept in strategic planning, sustainable growth tactics, and talent recruitment, retention, and nurturing.

Committed to enhancing the well-being of end users and patients through innovative product solutions and providing professional education to physicians, surgeons, and a knowledgeable sales team.

Skilled in developing and executing successful product launch strategies in the highly competitive healthcare market, resulting in increased market share and revenue growth. Competent in market analysis, competitive intelligence, and regulatory compliance to ensure the successful introduction and ongoing success of innovative healthcare products

*"Tyrion is not just a professional; he is a visionary leader who excels in talent attraction, retention, and development. He has a unique ability to inspire and lead teams towards achieving remarkable results. His commitment to improving the quality of life for end users and patients through innovative products and healthcare education is truly commendable."*

*John Snow, Chief Operating Officer (COO)*

## VALUE OFFERED SUMMARY

*Driving Organizational Success:*

**Business Development and Growth:** Identifies growth opportunities, expands market presence, and establishes key partnerships to increase market share and revenue.

**Strategic Vision:** Provides a clear and compelling vision for the company's future, setting strategic goals and direction to guide the organization toward long-term success.

## EXPERIENCE

Big Firm Innovations ■ Kings Landing, CA ■ April 2015 – Present

*Big Firm Innovations is a forward-thinking, environmentally-conscious company dedicated to pioneering sustainable solutions for a greener future. We specialize in developing cutting-edge technologies and eco-friendly products that address pressing environmental challenges.*

## **VICE PRESIDENT, GLOBAL PORTFOLIO SOLUTIONS, EMERGING MARKETS**

Spearheaded a task force focused on in-depth research, comprehensive analysis, and the formulation of growth strategies tailored to the Chinese market, with a vision to establish a blueprint for expansion into other markets. Utilized DMAIC analysis to generate insightful recommendations spanning pipelines, capacity estimates, corporate protocols, infrastructure enhancements, and the optimization of existing systems.

- Successfully led cross-functional teams in the implementation of cost-saving measures, resulting in a 20% reduction in operational expenses, while maintaining and enhancing product quality and customer satisfaction
- Drove a market expansion initiative that established a foothold in new international markets, increasing the company's global revenue by 35% within the first year, and continuing to drive sustained growth through market diversification and strategic partnerships.

## **Giant Corp ■ Happy Cove, CA ■ May 2011 – April 2015**

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*Giant Corp develops innovative surgical products for laparoscopic and minimally invasive procedures. Products for the \$2B global company include endo-surgical, advanced energy, and bariatric medical devices.*

## **PRESIDENT, SALES & MARKETING, US REGION**

Orchestrated a sizable sales force comprising 500+ professionals, 8 sales directors, 64 division managers, 20 dedicated marketing experts, and an extensive team of over 400 sales representatives across the United States.

- Achieved remarkable results by spearheading the generation of annual revenues exceeding \$1.1 billion within the endo-mechanical medical device segment, reflecting exceptional sales leadership and market expertise.

## **Global Innovations ■ Plastic Haven, CA ■ March 2007 – May 2011**

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*Global Innovations is a worldwide manufacturer of medical devices for the aesthetic plastic surgery industry.*

## **VICE PRESIDENT, INTERNATIONAL REGIONAL MARKETING**

Formulated and executed strategic business development plans on a global scale, positioning the company for sustained growth and market expansion. Streamlined and unified the product line positioning statements, transforming a fragmented approach into a comprehensive and cohesive portfolio strategy.

- Spearheaded international marketing efforts for plastic surgery devices, overseeing operations in the EMEA, Latin America, and Asia Pacific regions.

## **EDUCATION**

Bachelor of Science (B.S.) | Functional University, Derry, ME

# Elliot Spencer

New York, NY ▪ 123-555-1918  
fake@email.com ▪ www.linkedin.com/in/fakeurl

## CHIEF COMMERCIAL OFFICER

Commercial Operations Management | Strategic Planning | Organizational Turnaround

Healthcare executive with a progressive career in commercial operations and global experience building and leading cross-functional teams. Passionate about leveraging innovative technologies that improve healthcare delivery to achieve optimal health and performance at the individual, community, organization, and population levels. Process-oriented and analytical with the exceptional ability to build and refine organizational structures, processes, and systems to drive strategic execution, efficiency, and profitability. Proven capabilities in:

- Development and leadership of high-performance teams
- Product commercialization and launch into global marketplaces
- Restructuring underperforming business units to achieve success

## AREAS OF EXPERTISE

Commercial Management	Partnership Management	Enterprise Account Management
Sales and Marketing Leadership	Process Development	Organizational Restructuring
Strategic Planning	Coaching and Mentoring	Cross-Functional Team Building
Financial and P&L Management	Developing Competencies	Business Development

## PROFESSIONAL EXPERIENCE

### LEMARCHAND ENTERPRISES – New York, NY | 2018 to Present

#### Chief of Strategy and Global Marketing

*Facilitate operations of the global management board and manage a team of five director-level marketers to deliver a holistic, patient-centered, and disease-specific marketing strategy for a \$9B franchise consisting of thoracic and orthopedics portfolios. Create and implement innovation strategy and commercial models for new product launches and commercial processes.*

#### SELECTED RESULTS:

- Developed innovation advisory boards of global thought leaders in critical surgical specialties to deepen insights into unmet needs and co-create innovation concepts.
- Led the global employee inspiration campaign, connecting employees with the company's purpose and creating a forum to celebrate the impact of employees.
- Obtained executive buy-in for creating a dedicated sales force with 60 representatives to sell products to orthopedic surgeons; optimized the sales force to add \$195M in incremental growth.

### CENOBITE LIFE DESIGN & INNOVATIONS – Pennsylvania, PA | 2013 to 2018

#### Chief Operations Officer

*Recruited and hired to grow the company into a robust medical device consulting business. Over four years, grew revenue by 290%, increased operating margins by 165%, and doubled the hourly effective rate. Directed a team of seven direct reports focusing on building excellent business culture and driving innovation.*

#### SELECTED RESULTS:

- Managed M&A activities, including the acquisition of XYZ, a \$2B global medical device company.
- Partnered with the Board of Directors on the executive search and hiring of a new CFO.
- Controlled operating expenses to grow EBITDA by 543% while increasing revenue by 192%.
- Promoted a client-focused culture based on communication and accountability.
- Developed and implemented an innovative recruiting and hiring process to attract and retain top talent.

### PROFESSIONAL EXPERIENCE CONTINUED

#### CHANNARD INTERNATIONAL – Pennsylvania, PA | 2013 to 2018

##### Vice President, Global Sales

*Provided strategic direction to 19 sales professionals selling into hospitals, reference labs, IDNs, and physician offices across 14 countries. Created vision and focus for sales team and implemented sales fundamentals training to drive sales and revenue. Led team development to protect existing business and position the company for future growth. Developed multiple employees to receive promotions to positions of increased responsibility.*

##### SELECTED RESULTS:

- Received Diamond Award for annual performance over quota in 2018 (108%) and 2019 (107%).
- Supported two employees in winning President's Club by becoming the #1 clinical sales rep out of 60 and the #1 hospital rep out of 52 in the company.

#### BARKER DIAGNOSTICS – Washington, DC | 2007 to 2013

##### Regional Sales Director

*Hired to lead the business turnaround for central laboratory sales. Hired, developed, and built a team of eight to create incremental growth of capital equipment and reagents. Built a team of account managers and product specialists from the ground up, focusing on building customer confidence through gold star service. Established sales strategy and vision to target capital sales, ensuring subsequent reagent sales. Set sales goals, coached employees, and facilitated performance reviews.*

##### SELECTED RESULTS:

- ☐ Turned around a \$3.9M loss to achieve profitability within 12 months.
- ☐ Earned 100% Club in 2017 for capital sales at 106% to goal and reagents and consumables at 99%.

#### CRYSTAL RIVER DIAGNOSTICS – Tampa, FL | 2004 to 2007

##### Practice Specialist and Sales Trainer

*Drove new business development in the Southern NJ territory, selling to GPOs, private dental offices, and labs. Grew the highly competitive territory to \$3M with 250 customers, consistently outpacing overall dental growth. Additional responsibilities as the Mid-Atlantic Region's Dental Practice Specialist Sales Trainer since 2012.*

##### SELECTED RESULTS:

- ☐ Secured contracts with the territory's two largest dental GPOs with over \$600K in annual sales by selling the oral care value program.
- ☐ Presented new marketing and product information to the region's team of 12 sales representatives.
- ☐ Trained, coached, and mentored new sales representatives during their onboarding and ramp-up period; trained the individual who won Rep of the Year.

### EDUCATION AND CERTIFICATIONS

**Master of Business Administration** – Harvard University – Boston, MA

**Bachelor of Arts in Biology** – Colorado State University – Fort Collins, CO

**Six Sigma Black Belt** -- International Association for Six Sigma Certification

### PROFESSIONAL ASSOCIATIONS

**Member**, Professional Organization Name

**Member**, Professional Organization Name



# WHO WE ARE

Since 2004, the Personal Touch Career Services has helped over 3,500 professionals move forward in their careers. Our coaching clients consistently earn 20% more salary while cutting their job search time in half. At PTCS, we directly address our clients' struggles with their job search to make an immediate and long-lasting effect on their careers.

We are one of the top-rated resume writing and career coaching services on Google in Denver, Colorado.

Our dedicated team of writers and coaches has years of career development experience. In addition, many of our team members hold industry-specific certifications, such as the Certified Professional Resume Writer (CPRW) from the Professional Resume Writers Association (PRWA) and the Nationally Certified Online Profile Expert (NCOPE) offered through the National Resume Writers' Association (NRWA.)



**Donna Shannon, MCD, NCOPE**  
President, Career Coach,  
Visionary

In today's market, landing a fantastic job is no laughing matter. With 20 years of experience as a career coach and job-searching expert, our founder, Donna Shannon, knows that truth like no other. In fact, Donna draws on their Human Resources and Recruiting background to develop job-searching strategies based on real-world hiring practices. Their driving vision is to provide the best guidance possible for job seekers to help them realize their dreams.

Holding a unique career path, Donna believes in following their passions. Their professional experience spans multiple industries, including broadcasting, renewable energy, and even an occupational school for private estate management. And yes, they do stand-up comedy as well! They obtained their first degree in Music Business Management and Audio Engineering from the Art Institute of Colorado. In 2012, they completed their second degree in Business with an emphasis in Entrepreneurship from Regis University.

Donna holds a Master Career Director (MCD) certification from Career Directors International and is a Nationally Certified Online Profile Expert (NCOPE.)



**Dia Kline**  
Writer, Sales, Coach

A member of a resume-writing family, it's no wonder that Tessa Barlow also "fell into the business." As a willing and eager learner, Tessa graduated from the Writing Excellence program offered through the National Resume Writers' Association (NRWA). Under this rigorous program, Tessa gained extensive knowledge in the art of resumes, LinkedIn profiles, and cover letters.

An active member of the NRWA, Tessa served on several committees before being elected to the NRWA Board of Directors as a Director of Member Support (DOMS). She serves on the front lines, advocating for the value of the resume-writing profession by providing members with responses to inquiries, promoting career resources, and supporting future-focused initiatives. Before joining the Personal Touch Career Services, Tessa worked closely with job seekers on Indeed, offering them professional guidance on improving their resumes to land more interviews and job offers.



**Beth Sager**  
Writer, Lead Editor

A self-proclaimed “grammar nerd,” Beth Sager joined the Personal Touch team in 2014. Previously, she established her own resume and professional writing service in 2011. Over the years, she has generated resumes, LinkedIn profiles, and supporting documents for every industry and experience level, from the C-suite to entry level candidates. Her editing work goes beyond just resumes to help people with their academic, professional, and technical writing projects. Beth holds a Masters in Counseling Psychology and a Bachelors in Music Education.



**Latricia Friend**  
Writer, Coach

Joining the team in 2012, Latricia is one of the original writers hired by PTCS, although she first met Donna as a student at the Starkey International Institute for Household Management. Upon gaining her Certified Household Manager (CHM) in 2007, she gained a role as the Household Manager for a prominent high-net-worth individual in the Washington, DC. Currently, Latricia resides in New York City area, where she established and continues to operate a fractional household management business to serve a small, select roster of discerning clients. Latricia earned the Private Service Professional of the Year from the Domestic Estate Management Association (DEMA) in 2017.



**Becky Parr**  
Writer

Becky has been writing resumes, cover letters, and LinkedIn summaries for clients of outplacement and relocation firms since 2004. Her resume writing experience ranges from creating a high school student’s first resume to detailing an executive’s 40-year career for a Board of Directors search. In terms of industries – you name it, she’s seen it. Her expertise also includes academic CVs and CVs customized to various countries across Europe, the Middle East, and Asia. She loves to cook, read, and cross-stitch, and has ambitions of becoming a regular hiker in the beautiful Rocky Mountains.



**Tessa Barlow, NCOPE**  
Staff Writer

A member of a resume-writing family, it’s no wonder that Tessa Barlow also “fell into the business.” As a willing and eager learner, Tessa graduated from the Writing Excellence program offered through the National Resume Writers’ Association (NRWA). Under this rigorous program, Tessa gained extensive knowledge in the art of resumes, LinkedIn profiles, and cover letters.

An active member of the NRWA, Tessa served on several committees before being elected to the NRWA Board of Directors as a Director of Member Support (DOMS). She serves on the front lines, advocating for the value of the resume-writing profession by providing members with responses to inquiries, promoting career resources, and supporting future-focused initiatives. Before joining the Personal Touch Career Services, Tessa worked closely with job seekers on Indeed, offering them professional guidance on improving their resumes to land more interviews and job offers.



# FAQS

## **Will coaching get me more money?**

Our coaching clients consistently increase their salaries by 20% while reducing their job search time by 50%.

## **Is it worth it to get coaching for just a single job?**

Yes! We give our clients a foundation for their career, building a viable path to meet their 3-year, 5-year, and 10-year financial and professional goals.

## **Does the Down & Dirty Job Search program guarantee that I'll get a job?**

While we don't offer guarantees, it is a fact that by adding activities beyond simply applying to jobs, you will greatly reduce your job search time. What most people lack is a strategy for their job search. During the 60-Day Job Search program, you will gain clarity on your target jobs, learn how to track down hiring managers, establish effective networking strategies, and gain personalized interview tactics.

## **Do you offer private coaching sessions?**

Yes. Strategic coaching sessions, interview coaching, and salary negotiation coaching are all offered as private sessions. You can also get private sessions for the 60-Day Job Search program.

## **I'm already employed. How do I make time for a job search?**

Coaching sessions teach you how to make the most of your time to job search more efficiently. Additionally, our coaches and writers are quite accommodating to busy schedules.

## **What if I miss a group coaching session?**

All meetings are recorded and shared within a private Facebook group for the 60-Day Job Search program.

## **Why does PTCS focus so much on keywords?**

Keywords are your lifeline! Just getting past HR's screening computers, aka the Applicant Tracking System (ATS,) requires a 50-70% keyword match.

## **Do you offer a guarantee on your resume writing services?**

While we do not offer money-back guarantees, we conduct a complimentary 30-minute coaching session to identify any potential issues if your resume doesn't produce interviews within a month or two. That way, we can determine if the problem is the resume or the job searching tactics. If we identify issues with the resume, we will do one more round of editing with one of our senior writers.

## **How long will it take to finish my resume?**

We deliver the first draft of the resume in five business days following the personal interview with your writer. After that, we do two rounds of editing. Of course, getting to your final documents depends on how quickly you get back to us with your feedback. We draft the LinkedIn profiles after the resume is approved. **You have 30 days after the delivery of the resume's first draft to complete all your edits.** We find that this deadline helps our clients stay focused on their job search. Don't worry! Your resume with NOT take 30 days to complete. In fact, most of our clients finish their resume package within two weeks.

### **Can you produce my resume and other materials faster?**

We do offer rush services for an additional fee. Rush fees are in addition to the standard writing charges. Please contact 720-452-3400 for more information and availability.

### **Does my writer know about my industry?**

Our team is well versed in multiple industries. We will match you with the writer that understands your industry the best. Additionally, we conduct a new keyword analysis for each customer, identifying any industry's essential aspects and developments.

### **Can I change a few things on my resume and cover letter to apply for different jobs?**

YES! Your documents are delivered as Word documents and can be easily customized for different applications. One note: If you are considering wildly different professions, using a separate core resume for each career path will vastly streamline your applications and improve your interview rate.

### **Why do I need a LinkedIn profile?**

90% of recruiters will look at your LinkedIn profile (source: LinkedIn study, 2016.) Many employers allow you to apply with your LinkedIn profile, even on their own website. LinkedIn is one of the leading resources for higher-paying professional positions. If you are concerned with privacy or throwing up "red flags" to your current employer, we write your content in a way that protects you while still making you attractive to other recruiters.

### **Why can't my resume be one page?**

One-page resumes are only suitable for entry-level roles or networking purposes. Our resumes are designed to survive the HR screening process while still impressing hiring managers. In most cases, this requires a two-page resume.



# TESTIMONIALS

"All the folks at Personal Touch were exceptional. They were professional and very helpful with their feedback and creativity. I would highly recommend them to anyone looking for a positive resume make-over."

**Mike T.**

"Even though I review resumes regularly, I dread having to update my own. Enter Donna and Sean to rescue me. They provided stellar service and a great finished product. My LinkedIn profile and resume were updated and tailored to highlight my core strengths - which have traveled with me across numerous industries. Donna and Sean did such a great job that I received an almost immediate call back after submitting my updated resume to a prospective employer. I accepted the senior-level position about 3 weeks later and am now enjoying my dream job. Thank you Donna and Sean!"

**Maisha D.**

"Beth was responsive and very personable through the entire experience. The one thing I appreciate the most is how open Beth was to personalizing my documents."

**Jorge Z.**

"I had a great experience with Donna and team. Melissa did a fantastic job overhauling my resume and writing content for my LinkedIn profile. I've already gotten much better traction with the roles I'm targeting."

**Niko L.**

"Melissa was very communicative, knowledgeable, and helpful. I never imagined that my resume could look this polished and can't thank you all enough. It is with a great deal of pride that I can now present my resume to potential employers. Thanks!"

**Josh T.**

"Donna was responsive, accessible and extremely helpful. Very pleased with the expertise and professionalism."

**Ruth A.**

"This was a great experience. Melissa was very patient with me knowing that my schedule never met up with hers and constantly answered all of my questions when I had them. I would highly recommend Personal Touch to anyone who needs help when it comes to resume services."

**Kyle D.**

"Outstanding service. Beth was great to work with and not only made great adjustments to my resume and LI, but was educational as well."

**Tony C.**

"I strongly recommend working with Personal Touch. They are outstanding when it comes to maintaining close communication with you and the quality of their work is top shelf!! I found their knowledge and expertise to be above and beyond any expectation I could even imagine. Such professional people, and Melissa was amazing in the resume, references, and LinkedIn documents she created. My confidence went off the chart!"

**Peggy H.**

"Personal Touch - it's not just a company name; it's their way of getting the job done! Just when you think you know yourself, and your previous career history; the team at PT really goes beyond your previous work history and what makes you 'tick' - thank you Melissa & Donna, it was great working with you and getting me and my resume/profile back in the 21st Century! Oh, and thank you for helping me not go "crazy"... the book is fun while being very insightful."

**David L.**

"Beth was fantastic during the entire process. She helped me create a resume and cover letter that I am proud to submit to employers."

**Scott S.**

"Donna has assisted me more than once over the last several years. I truly appreciate her talent and professionalism."

**Donna H.**

"I am extremely pleased with Melissa and Donna's inputs on how to better align my career goals with how my resume and LinkedIn read. I would highly recommend them!"

**Linda M.**

"All the folks at Personal Touch were exceptional. They were professional and very helpful with their feedback and creativity. I would highly recommend them to anyone looking for a positive resume make-over."

**Mike T.**

"Very pleased with my resume, the tone and language are highly industry specific and perfectly relevant to communicating my skill set. I could not have conveyed the same information in such a focused fashion. Definitely a great investment."

**Dana G.**

"I have never used a resume writing service before and now I wonder why I never did! I am incredibly impressed with Beth's ability to capture my career history very quickly. She wrote a fantastic resume and cover letter that will be sure to impress. I highly recommend Personal Touch to everyone and have already given referrals to my friends."

**Linda B.**

"The services I received was professional and courteous. Melissa was very inquisitive to get all of the information to complete a great resume. I came to professional services when I was in a middle of a career change. I came with a lot of fear and anxiety and after working with Melissa and Donna I felt confident and excited. I'm looking forward to me job search and new experiences."

**Aaron R.**

"Having not looked at my resume or actively interviewed with anyone for 15 years, I turned to the Personal Touch Career Services team for assistance. They are extremely professional and knowledgeable. With their expertise and coaching, I now feel I have the tools and confidence needed to begin the transition into the next chapter of my career."

**Irene B.**

"Very helpful, I have actually been getting contacted several times from resume."

**John H.**

"Beth did a great job with my resume. I truly believe it's because of the resume she wrote me landed my current job! I love the layout and the content, simple, classic and professional looking. She made my resume so much better."

**Ye X.**

"Donna was most helpful from the first phone call. I felt it was a very professional but a personal experience as well. She took the time to learn about me! I am pleased with my resume and cover letter. I am now confident moving forward to secure my next position. Many Thanks."

**Christine C.**

"Great service! This really helped bring my resume into the 21st century and helped me see where I've been going wrong during interviews. Thanks so much!"

**Rebekah C.**

"Unbelievable experience. It's rare to find people in any industry these days that are genuine and the people at Personal Touch are truly that. They attacked my problem with the precision and expertise of a surgical team, identifying the issues with my current resume, laid out the best chances for success, and gave me multiple options on the spot. Constant communication and feedback, open and honest discussions about my work history to help maximize full employment opportunities all done in real-time. I received my final product in less than a week and immediately saw positive results I hadn't seen in years. 10/10. 5 Stars."

**Tyler C.**

"I needed A LOT of help and Donna worked very hard, all the while being polite and patient when I couldn't understand where she was taking me. I am very happy with my resume and all the help along the way."

**Chey R.**

"Melissa Kelley and Donna's Team were the right choice, very responsive and very professional. Melissa spent time learning my past employment and developed a resume I'm extremely happy with. I cant thank them enough!"

**Russle G.**

"Outstanding. I word says it all."

**Cody M.**

**5610 Ward Rd. STE 300 Arvada, CO 80002**

**720-542-3400**

[www.personaltouchcareerservices.com](http://www.personaltouchcareerservices.com)