



**PERSONAL TOUCH**  
CAREER SERVICES



# Private Service Samples

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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 principal who promotes a positive workplace culture and work/life balance. Others want to expand their career, gaining more responsibilities, such as managing more properties, larger staffs, or challenging projects. Perhaps they are seeking their first role in private service, gaining a role as a Personal Assistant or entry-level Household Manager. No matter the target jobs, everyone wants to ensure they are fairly compensated for their hard work.

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

## **Why Now?**

In case you haven't heard, we are in a hot employment market, especially in the luxury lifestyle management field. Private service professionals are leaving their employers in unprecedented numbers as they are enticed with better pay, working conditions, or advancement opportunities. Similarly, others who endured less-than-ideal working conditions during the pandemic are seeking greener pastures as part of the Great Resignation.

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.

For many job changers, the Great Resignation turned into the Great Regret: The new job didn't meet their expectations. For many, the new job turned out to be WORSE, even though the money was better.

## **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 principal who appreciates you.

# 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



"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.

"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.

## 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

	Online Course	Group Coaching	Private Coaching
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		✓	✓

## 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.

"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.



## 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 people breaking into the industry to the most advanced Director of Residences, everyone can use a guide through the complex world of compensation negotiations. Unfortunately, far too many job seekers fail even to 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, as every raise is based on a percentage of your current salary.

For private service professionals, the challenges are even more daunting. In a mostly hidden industry, finding comparable salary information to gauge their market value takes away priceless resources when conducting an effective negotiation. Add in that few people understand how to calculate the value of their benefits and total compensation, and the task becomes even more intimidating.

With our in-depth Compensation Negotiations, we help with every volley between you and the recruiters. 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.

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.

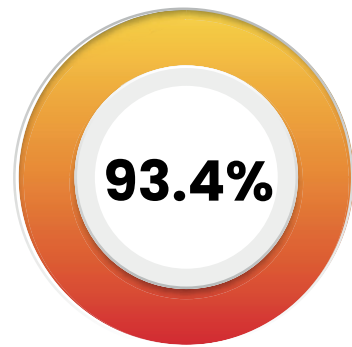
"I strongly recommend working with the Personal Touch. Beth took the time to get to know me and helped me understand what I needed to do differently to be successful. I am so glad I reached out to Personal Touch Career Services."

- Michael W.

### How Effective Are Our Services?

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.

# RECRUITMENT TRENDS IN **PRIVATE SERVICE**

It's no secret that the world of luxury lifestyle management is very different from the typical job in a large company. As such, landing a position in this industry is a separate animal.

While most private employers still use dedicated private service recruiters to staff their homes and estate leadership positions, new players have entered the field. This means new opportunities for private service professionals, but it also means that their job-searching tactics must also change.

## **The Traditional Route: Private Service Recruiters**

Undoubtedly, the number one way to land a job with a High-Net-Worth (HNW) or Ultra-High-Net-Worth (UHNW) individual or family is to work with an established recruitment agency in this specialized field. In fact, many of the top agencies have been in business for decades, connecting candidates with private estates across the country and around the globe.

### **Who are their ideal candidates?**

Usually, these recruiters require a minimum of three to five years of experience working with an HNW or UHNW family. However, some agencies place people with less experience, especially if they have received special training, a household management certification, or experience in a relevant industry, such as a Chef, Chief of Staff, or high-level Executive Assistant. What matters most is the desire to serve, talent, discretion, confidentiality, and adaptability.

*Want to know more? Our clients receive our "Guide to Private Service Agencies" ebook to help them determine the best agencies for their specific situation.*

### **Their process**

Recruiters may post the jobs on their websites, LinkedIn, or specialty websites, such as EstateJobs.com. However, regardless of where you find the job, you must apply directly through their website for full consideration.

You can expect to fill out a lengthy and complex application even after you upload your resume to their site. Why? First and foremost, recruiters conduct extensive background and reference checks.

By completing the application, you legally agree to these conditions to be considered for placement. Second, it is a test to see how well you can follow detailed, written instructions. Third, recruiters use complex databases to match candidates to private employers. They need all the data points in the application to make the match. Therefore, you want to be thorough on any questions about your salary requirements, ideal locations, skills, experience, education, and especially your personality.

## **Down to Business: The Family Office**

A family office is the wealth management arm of an HNW or UHNW family. They handle all the asset management, including real estate or private residences. As such, some do step in to hire staff for the family.

### **Who are their ideal candidates?**

Family offices only post jobs when they have a specific opening. The ideals change depending on the job, the employer, and the timing. Standards change as well. For example, one family office may be very open to working with a new Personal Assistant with a strong history of supporting executives in a corporate environment. At the same time, the next may only consider people with extensive experience. Similarly, some offices recognize the value of certifications, and others may not.

### **Their process**

Family offices manage their recruitment process like a corporation. The application won't be as long as the agencies, but they will conduct background checks. As most family offices are small, the resumes are reviewed by actual humans instead of relying on a computerized screening process.



## **What's the (Key)word: The Principal's HR Department**

Sometimes, an HNW individual will use their company's HR department to hire their staff. Like the family office, they only post jobs when there is an opening. Unlike family offices, it is rare to find HR professionals who understand what managing an estate means. This can be a challenge for the candidates.

### **Who are their ideal candidates?**

Because of the lack of understanding, HR only knows what is written on the job description provided by the employer or the current estate manager. Therefore, they must rely on keyword phrases to screen candidates. If your background or qualifications do not match that job description, they will move on to the next applicant.

### **Their process**

HR uses screening computers and algorithms to select candidates for interviews. To get to that point, you need a 50% to 70% match on keywords to survive the screening process. Unfortunately, that includes stupid keywords like "excellent communication skills." Even their initial phone interviews are an extension of the screening process. Bottom line: HR reacts to the words, not necessarily the meaning behind them.

## **Let Me Do You a Favor: Executive Recruiters**

Relative newcomers to private service recruitment are the executive recruiters or headhunters. They often don't have much experience placing private service professionals, but they just worked with the CEO and now want to "do them a favor" by helping them find staff for their estates. Unfortunately, like HR, they are going literally off the job description without the nuances of understanding the personalities that excel in private service.



## Who are their ideal candidates?

Just like HR, it varies from job to job. They may pay more attention to the candidates' stories, as they are concerned with connecting the candidate to the employer's personality.

## Their process

Executive recruiters do operate similarly to the HR department. However, they won't be as keyword-driven. Like family offices and private service agencies, these are boutique firms that will at least let a human being read your resume before deciding whether it's a match.

## Modern Resume Trends

Regardless of who the recruiter is, private service resumes have evolved in the past few years. As Gen X and Millennial principals become the heads of the family, they don't want to wade through multiple pages on a resume. Instead, they prefer scanning resumes, finding what matters to them, and then moving into the interview phase.

While more traditional business-style formats are on the rise, there are significant differences in resumes for the private service industry, which do not apply to the business world.

Our resume standards for private service:

- Two-page resumes with dynamic formatting
- Editable Word documents
- A summary that highlights your personality
- A comprehensive, industry-specific, and keyword-optimized skills section derived from our exclusive questionnaire
- Your detailed experience, including key metrics, achievements, and responsibilities
- An education section that covers formal degrees, certifications, and professional development
- Inclusion of volunteer work or community involvement
- Personal information such as hobbies, areas of interest, or aspects of your private life which are relevant to the job

## What about LinkedIn profiles?

More than ever, LinkedIn is a critical aspect of professional life, going beyond just your job search. LinkedIn is your living, breathing network that you can use to find positions and connect with like-minded private service professionals for networking, sharing ideas, and even professional development.

However, it is also a public website. Therefore, you need to be conscious of your privacy settings for your profile and activity.

*Need to learn how to use LinkedIn? Check out our online course "LinkedIn Secrets for Job Seekers" to find out how to make this social media juggernaut work in your favor! Visit the Classes page at [www.PersonalTouchCareerServices.com](http://www.PersonalTouchCareerServices.com)*

Regardless of what type of recruiter you are working with, you need to protect your employers' confidentiality while still displaying your expertise and relevant experience. It is a delicate balancing point, to say the least. Fortunately, we will re-write all your LinkedIn content to expertly address all the best practices while highlighting your true talents, personality, and achievements.

Our LinkedIn profile standards:

- We never mention your principals' names
- We never state specific, identifying details about the family or the property
- We do use keyword-optimized phrases to draw recruiters to you
- The summary section indicates your personality, background, and key projects

### **How PTCS can help**

Since 2005, we have been helping private service professionals land jobs they love. We understand all four recruitment channels thanks to our experience with traditional business careers and the luxury lifestyle management industry. We constantly stay on top of the latest development in job searching. With our diligent and ongoing research, we see these trends emerge and will be ready to catch the latest developments.

Most of all, we understand that your resume tells your story in a way that connects with employers. So, whether it's an HR department screening on keywords or presenting a biography to a UHNW individual, we create seamless documents that address their main areas of interest and expertise. With us, our greatest success is crafting career documents that accurately represent you – the REAL you – on paper.



## SAMPLE **RESUMES**

While these samples are primarily shown as 1-page resumes, most of our final products are 2 pages in length.

Geoffrey Butler

## GORDON RAMSAY

Los Angeles, CA

fake@fakeemail.com

818-555-1234

### PRIVATE CHEF - EXECUTIVE CHEF – CULINARY INSTRUCTOR

*Creating Delectable Dishes for Restaurants, Homes, and Budding Chefs*

Creative Chef with over 20 years of culinary experience in detailed-driven environments that demanded innovation, costs containment, and the constant exploration of emerging culinary styles. Passionate about developing new menus and recipes for all situations, including commercial/restaurant applications. Thrives in teaching culinary arts to others, whether in formal classroom instruction for new chefs or home cooks looking to increase their skills.

#### SKILLS and STRENGTHS

- Cross-functional team leadership
- Employee recruitment and mentorship
- Inventory management
- Purchasing, budgets, and cost control
- Recipe, concept, and menu development
- Procedure & policy development
- Vendor and supplier management
- Quality control and quality assurance
- Time and project management
- Guest satisfaction & customer service
- Advanced MS Office, PC & Mac OS
- Conversational German & basic Spanish

#### CULINARY STYLES

- Seasonally inspired clean foods
- American Regional and Mexican
- Italian, French, Russian, and Mediterranean
- Specialty cakes, baking, and pastry
- Special event catering for up to 1000
- Organic farm-to-table provisioning
- Performance nutrition
- Paleo, gluten-free, macrobiotic
- Vegetarian, vegan and raw foods
- Diabetic, low fat/ low calorie

#### EXPERIENCE

**Private Chef**                      **Confidential Private Employer – Miami Beach, FL**                      **2007-Present**  
 Provide all menu planning, provisioning, and preparation of daily meals for the principals and seven staff members, while considering dietary restrictions without sacrificing quality or taste.

- Perform all menu planning, developing new and exciting recipes while expertly and consistently producing well-loved favorites.
- Conduct provisioning with local suppliers and monitors perishable inventories to control costs and reduce food waste.
- Draft formal reports outlining food expenditures and adhere to established budgets, including estimation of specific meal costs for events.
- Design menus and produce all appetizers, entrees, sides, and desserts for events.
- Collaborate with and manage caterers for large-scale events at the residences.
- Source and manage vendors, including negotiating new service contracts.

#### EDUCATION

**Associate of Arts**                      **New England Culinary Institute, Montpelier, VT**

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# TYLER DURDEN

Fake, CO 80003 - 303.555.1234 - TylerDurden@fakeemail.com

<https://www.linkedin.com/in/tyler-durden-10a151188/>

## ESTATE MANAGER

### PROVIDING GRACIOUS SERVICE TO FINE HOMES AND ESTATES

Over 10 years of dedicated service for high-net-worth (HNW) families throughout the United States, in both formal and informal households. Known for encouraging and coaching staff members to deliver the best possible product to our principals, whether it is meticulously cleaning the luxury residence or providing gracious service at events and private dinners. Able to manage multiple projects simultaneously without sacrificing quality results.

#### KEY SKILLS

- Management of Multiple Properties
- Construction Management
- Maintenance / Landscaping Management
- Staff Recruitment / Training
- Formal Event Planning (cup to 450 Guests)
- Multiple, Simultaneous Project Management
- Microsoft Office
- Smart Home Technology
- Household Manual Creation
- Budget Management and Cost Control
- Fine Art / Household Inventory Documentation
- Excellent Knowledge of Food and Wine

#### PROFESSIONAL EXPERIENCE

**Household Manager | Consultant**, Various Private Homes, US Locations **Mar 2011 – Present**

*Accepts various assignments throughout the US to evaluate and improve service standards for private estates. Currently holding long-term contract managing 12,000-sqft UES townhouse and 20-acre Hampton Estate.*

- Evaluate and resolve staffing issues, including hiring, firing, training, and management.
- Determine procedural and physical inefficiencies in household systems.
- Oversee multiple construction projects, including new construction, remodeling, and exteriors.
- Set household standards and systems in place for long-term success.

**Key Projects:**

- ✓ Directed \$2M renovation of a 15,000-sqft primary residence, completing three months early and \$200K under budget while minimizing disruption to owners.
- ✓ Led migration to a new property management system, digitizing all records across six luxury estates.

**Estate Manager**, Confidential Family, Location, CO **Mar 2008 – Feb 2011**

*Oversaw all aspects of management and service of 3 Residences, including Smart Home technology and advanced electronic systems at the primary residence.*

- Worked with subcontractors to provide care and maintenance of homes.
- Planned, organized, and oversaw all entertainment activities.
- Assisted the lady of the house with the social calendar, organizing contacts, and other administrative functions.
- Oversaw remodeling of one home and multiple upgrades of another.

**Key Projects:**

- ✓ Managed a \$800K renovation project to enhance property amenities. Vetted proposals, selected vendors, and oversaw new smart home technology installation, theater, tennis courts, pool house, and detached garage.

#### EDUCATION

Master Baker, Cordon Noir Culinary School, Paris, France	<b>2007</b>
Bachelor of Arts – Major: Ceramics, Colorado Institute of Art, Denver, CO	<b>2000</b>

#### PROFESSIONAL DEVELOPMENT | CERTIFICATIONS

<b>Black Belt 12<sup>th</sup> Degree</b> , Fight School, New York, NY	<b>2019</b>
<b>Butler Certification</b> , Butlers “R” Us, Denver, CO	<b>2018</b>

# Presentation

A formal design that includes a biography and extensive work details.

## ARTHUR DENT

### ARTHUR DENT

CERTIFIED ESTATE/HOUSEHOLD MANAGER

123 Fake St  
Denver, CO 80000  
303-555-5555  
fake@fake.com  
www.linkedin.com/pub/fake



#### Professional Profile:

I believe in giving people credit and lifting them up – whether they are my staff members, vendors or my principals. Sharing this positive attitude is the key to helping people succeed in life. This is how I knew I had a genuine service heart, one of the most critical attributes for anyone in the private service industry.

Knowing that I had a passion for organization, entertaining, management and details, I was inspired to leave my successful career as the leader of a non-profit travel association to attend the well-known Starkey International Institute for Household Management to launch my new career in Household and Estate Management. The classes greatly enhanced the skills I already possessed in the area of system development, staff leadership and entertaining. Plus, I relished diving into the course material for the luxury market: everything from formal service to the proper care of silver and china. Since my graduation, I have worked within two High Net Worth households, bringing order and perfection to the operations of the expansive residences.

Ultimately, I would like to achieve happiness and peace, knowing that I have fulfilled my life time career goals, with continuing my career stages in everything that I have loved to do. From my first career in the travel industry to becoming an Executive Director in tourism, all of my experiences have prepared me to handle the multitude of details required to run a luxury property as a Household Manager. I plan on continuing my career into an Estate Manager role, being a stable key manager for my principals.

#### Skill Synopsis:

- 12 years of non-profit Executive leadership
- Budget creation, tracking and expense reconciliation
- Project management with detailed report generation
- Creation of household manuals and procedures
- Management of household staff
- Supervision and direction of maintenance vendors
- Management of landscaping with numerous vendors
- Vehicle and watercraft maintenance management
- On-property water features/ oceanfront properties
- 10+ years of international/ domestic travel coordination experience
- 8+ years of creative event planning
- Certified Sommelier: skilled in Food & Wine
- Trained in multiple service styles
- Home security systems operation
- Wardrobe management and maintenance
- Certified CPR & First Aid
- Exceptional guest and pet care

**Technology Expertise:** Starkey Household Management System; Microsoft Word, Excel, PowerPoint; QuickBooks; iPad; Smart Phone. Typing/Computer Speed - 68

**Smart Home Technology;** AMX system, Apple TV, HULU, Alarm System, and Kaleidescape.

#### Professional Experience:

Estate Manager / Personal Assistant

Confidential Private Employer – LOCATION

Aug 2012 – Present

Oversees the operations of two oceanfront estates for a couple, consisting of 10,000 sf main residence, 5,000 sf guest residence and boat house for Grady-White boat and 4 additional watercraft. Principals entertain heavily, with guests and family frequently staying for extended periods of time.

- Budget
- Project
- Creat
- Mana
- Super
- Mana
- Vehic
- On-p

- Answered directly to the Board of Directors, creating regular activity and financial reports
- Represented the Brainerd area to legislation to ensure the area's interests were not negatively impacted
- Developed and managed an annual budget of \$300K; processed accounts payable, accounts receivable
- Designed effective marketing plans which included mailers, social media, mass media (print, radio, television) and direct sales activities
- Managed vendors for all materials; personally created layouts for media and mailing advertisements
- Managed organization's website, including updates, maintenance and content generation
- Developed strong media relationships to ensure coverage of public relations/ press release efforts
- Conducted sales presentations, attended trade shows and created incentive packages for groups
- Worked with local Chambers of Commerce, various associations and marketing groups to build mutually beneficial professional relationships
- Successfully increased tax revenues by an average of 10% annually, despite poor economic climate

#### Programs and Events:

- ✓ Assisted with developing, promoting and implementing variety of major festivals in the area
- ✓ Targeted niche markets of amateur sports, theatre troops and group tours to attract additional events
- ✓ Developed travel incentive programs for businesses, bank clubs, business groups and associations

#### Earlier Experience:

Company	Company	LOCATION	LOCATION	1995 - 1999	1990 - 1995
Executive Assistant	Travel Consultants				

#### Education:

Starkey International Institute for Household Management – Denver, CO DATE  
Certified Estate / Household Manager – Graduated Top of Class  
Certified Sommelier

Denver University – Denver, CO  
Bachelor of Science

**Professional Development:**  
Festival and Events Management – 2003  
Leadership of the Lake – 2002-2003  
Ongoing culinary courses

#### Professional Memberships:

Domestic Estate Managers Association (DEMA) 2013-Present

Technol  
C  
Smart H

Profess  
Estate M  
Confiden  
Oversees  
guest res  
with gues



whether they are my staff members, vendors or my  
ng people succeed in life. This is how I knew I had a  
anyone in the private service industry.

- Ensures pristine maintenance and appearance of grounds and homes, especially for main residence which has been featured in Florida Design Magazine
  - Leads, manages and schedules 2 housekeepers, including training on specialty surfaces and features
  - Coordinates menus with private chef; prepares occasional meals
  - Supervises and negotiates contracts with numerous vendors for maintenance and grounds care
  - Coordinates care of interior / exterior water features: pool, fountains and koi ponds
  - Created and updates household manuals, maintenance calendars and inventory
  - Confirms proper operation of Apple-based Smart Home technology, security systems and AMX system
  - Oversees wine cellar / inventory and coordinates additional purchases
  - Maintains fresh floral arrangements and receives new arrangements from local florist
  - Directs maintenance and detailing for 3 vehicles; arranges rental cars for guests
  - Prepares estate for Principals' and guests arrival; provides guest care and concierge services
  - Coordinated the transport of 2 new watercraft to the property; updated all safety equipment and boat lifts
  - Collaborates with Captain to organize fishing and leisure time
  - Arranges dog care; groomers, vet appointments, doggie day care and natural/ fresh food regiment
- Personal Assistant Responsibilities:**
- In charge of personal and professional communications: email, voice mail, mail and event RSVPs
  - Generates monthly expense reports to the family office while staying within given budgets
  - Conducts personal shopping both online and in-person; tracks gifting for family and friends
  - Handles errands for Principals and guests: grocery shopping, dry cleaning and prescription pick-up
  - Books commercial travel arrangements as well as coordinating private jet travel with the family office
  - Arranges private entertaining events for 6-12 guests throughout the year; key person in producing annual formal theme-based event at the residence

#### Independent Caterer / Event Planner - LOCATION

2005 – Present

Established a side business to produce intimate events, parties and dinners featuring home-style Midwestern cooking. Additional services included preparing and serving meals to needy families on a volunteer basis.

- Worked with clients to create unique themes for birthdays, weddings, clergy and corporate events
- Coordinated staff for the event and hired additional caterers for larger events
- Sourced a variety of live entertainment and equipment rental

#### Household Manager

Feb 2012 – Aug 2012

#### Confidential Private Employer – LOCATION

Managed the home and affairs of a couple and their two children with 5,000 sf main home, secondary beachfront home. Supported children's equestrian activities. Single point of contact for the Principals and vendors.

- Supervised two housekeepers and nanny; trained staff for future management roles
- Handled HR functions: weekly staff evaluations, hours verification and staff insurance/ benefits
- Oversaw household budget and controlled costs while receiving top quality services
- Managed seasonal maintenance and landscaping vendors
- Planned, procured and prepared healthy meals as well as children's lunches and snacks
- Oversaw repairs / renovations to the beachfront home, which suffered significant water damage over the winter months: worked with interior designer, salvaged items/ furnishings and generated weekly reports
- Arranged maintenance and detailing for 3 vehicles; coordinated cleaning of horse trailer
- Served as chauffeur as requested and cared for 3 indoor cats
- Planned and executed various entertaining events for the business and the family

#### Executive Director

July 1999 – Dec 2011

#### Tour Company - LOCATION

Led a non-profit organization funded by tax revenues to drive tourism to a consortium of 10 hotels and 3 indoor waterparks. Grew organization from start-up to vital resource for the community's marketing strategy. Relied heavily on creative tactics to compete against larger organizations.

HIGH SYSTEM, MICROSOFT WORD, EXCEL, POWERPOINT,  
ter Speed - 68

LU, Alarm System, and Kaleidescape

Aug 2012 – Present

couple, consisting of 10,000 sf main residence, 5,000 sf  
nd 4 additional watercraft. Principals entertain heavily,  
periods of time.

# Functional Resume

Ideal for people who have held multiple jobs with identical responsibilities.



## ELLEN RIPLEY

123 Fake St, Denver, CO 80000  
 303-555-5555  
 fake@fake.com  
 LinkedIn.com/in/ellenripley

### NEWBORN CARE SPECIALIST

I have dedicated countless hours of experience and training towards my passion as a Newborn Care Specialist. Knowing that I can truly help new parents start their journey with their children in the most educated and empowered way possible is a true joy. I believe in being a pro-active partner with the parents, adapting to the family's individual needs and applying my years of training and experience to handle any challenge. Whether I'm establishing healthy sleep patterns, reviewing safety equipment for the car and nursery, or managing sets of multiples, my priority is giving the highest quality of care to the newborn. Through parent education, I create a sense of ease for the family, especially for first-time parents who may need additional guidance to give their new baby the best start possible.

### KEY SKILLS

- Multiples, Special Needs, and Premature Infants
- Empowering and Educating New Parents
- Postpartum Support for the Family
- Breastfeeding Support and Education
- Practicing and Teaching Safe Swaddling
- Healthy Sleep Conditioning
- Nursery 'Must-Haves' and Set Up
- Medication Distribution and Tracking
- PICU, NICU, Pediatric Clinic & Orthopedics
- Impeccably Strong Work Ethic
- Mindful Attention to Detail
- Compassionate and Empathetic
- Organized and Punctual
- Overcoming Feeding Challenges
- Handling Infant Food Allergies / Intolerances
- Baby Meal Preparation and Shopping

### EDUCATION

Bachelor of Science in Early Childhood Education 2001  
 Louisiana State University – Baton Rouge, LA

### CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

CPR and First Aid Certified		Continual since 2002
Certified Postpartum Doula –	CAPPA, Flowery Branch, GA	April 2016
Advanced Newborn Care Specialist -	Newborn Care Solutions, Phoenix, AZ	Jan 2016
Child Passenger Safety Technician –	Safe Kids Worldwide, Washington, D.C.	May 2015
Reducing the Risk of SIDS in Childcare -	American Academy of Pediatrics Online Program	Feb 2015
Happiest Baby Educator –	Happiest Baby Education Assoc, Los Angeles, CA	Sept 2014
Advanced Sleep Training Certificate -	Gentle Ventures Training Center, Scottsdale, AZ	July 2014
Newborn Care Specialist Course -	Gentle Ventures Training Center, Scottsdale, AZ	June 2014
Volunteer Babywearing Educator –	Babywearing International, Anywhere, IL	May 2012

### PROFESSIONAL ASSOCIATIONS

International Nanny Association (INA)  
 Childbirth and Postpartum Professional Association (CAPPA)

### NEWBORN CARE EXPERIENCE

care to infants ranging in age from birth through 12 weeks. Typical Newborn Care Specialist responsibilities include providing safety and comfort by providing continual care with consistent routines and optimal sleep environments. I ensure that babies are burped fully and efficiently and adequately burping babies post feeds. I observe and document the baby's habits and assisting when needed with feeding, diapering, clothing, car seats, and car seats for the baby. I am familiar with Waldorf and Montessori methodologies and ensure the care of the newborn by imparting useful knowledge to parents.

#### Positions:

	Twins	May 2016-Present
	One Newborn	May 2016
	One Newborn	Feb 2016 - April 2016
	One Newborn	Dec 2015 - Feb 2016
	Triplets	Oct 2015 - Nov 2015
	One Newborn	Sept 2015 - Dec 2015
Anywhere, IL -	One Newborn	Nov 2014 - Jan 2015
	One Newborn	Feb 2015 - April 2015
	One Newborn	Nov 2014 - Jan 2015
Anywhere, IL -	Twins	Nov 2014 - Jan 2015

### ADDITIONAL NANNY EXPERIENCE

Accepted long-term nanny assignments with various families, helping with younger children while also helping with the home operations. Typical nanny responsibilities included:

- Provided full charge childcare for infants through preschool ages.
- Attended doctor's appointments, provided health reports, and assisted with physical and speech therapy.
- Provided overnight care during parents' travel. Helped families pack and prepare for travelling.
- Prepared children's meals and conducted personal shopping for groceries, school supplies, and clothing.
- Performed light housekeeping for common spaces, and laundered children's wardrobe.
- Supervised maintenance vendors on the property for homes ranging from 5,000 – 7,000 sf.
- Scheduled and accompanied children to classes and special activities

#### Specific Nanny Positions:

A Family, Anywhere, IL –	Two Children	April 2015 - Dec 2015
B Family, Anywhere, IL –	One Child	April 2012 – Oct 2014
C Family, Anywhere, IL –	Two Infants	January 2011 - Dec 2011
D Family, Anywhere, IL –	Twins	Aug 2008 - Dec 2010

### VOLUNTEER AND HONORS

Special Civilian Advisor/ Honorary Lieutenant 1<sup>st</sup> Class – Colonial Marines  
 • Specializing in xenomorph containment and destruction.

### ADDITIONAL INFORMATION

Avid hiker, mountain climber, and outdoor enthusiast.  
 Class 2 Rating – Heavy Loaders.  
 Enjoys all pets, including cats, dogs, salt and freshwater aquariums, and exotics such as reptiles and amphibians.

## Goldenrod Resume – Blue Variation

We are able to customize any resume to your chosen colors and fonts.



### PEPPER POTTS

Stark Tower, Manhattan, NY  
123.456.7890 | PepperPottsEM@Fake.com  
linkedin.com/in/FakePepperPottsEM

#### ESTATE MANAGER

Dedicated and results-driven Estate Manager with over a decade of experience in private service, specializing in managing the vast and unique estate of Tony Stark, CEO of Stark Enterprises. Adept at overseeing multi-million-dollar properties, staff, and budgets. Known for consistently exceeding expectations, optimizing estate operations, and delivering impeccable results.

#### KEY SKILLS

- Estate Management
- Budget Management
- Protocol Implementation
- Vendor Negotiation
- International Protocols
- Energy Efficiency
- Event Planning / Management
- Inventory Control
- Sustainable Practices Implementation
- Risk Assessment
- Crisis Management
- Art Curation
- Smart Home Technology
- Private Aviation Management
- High-Profile Event Security

**Technology:** Advanced Microsoft Office (Word, Excel, PowerPoint), Artificial Intelligence (AI) Systems, Security and Surveillance Systems, Energy Management Software, Sustainability Technologies, WordPress

#### PROFESSIONAL EXPERIENCE

**Estate Manager** | Stark Enterprises, Manhattan, NY **Aug 2008 – Present**

*A wholly owned subsidiary of Stark Industries, Stark Productions is the lead creative force in multi-universe studio production, generating \$100B+ in annual revenue while working directly with top entertainment and technology companies.*

- Manages a complex estate portfolio that includes Stark Tower, the Avengers Mansion, and several vacation properties.
- Successfully manages an annual estate budget of \$10 million, ensuring cost-effective operations without compromising quality.
- Oversees a team of 50+ estate staff, from housekeepers to security personnel, consistently maintaining high-performance standards.
- Key liaison between Stark Enterprises and various vendors, effectively negotiating contracts and service agreements, saving over \$500,000 annually.
- Supervises significant estate events, including charity galas and international summits, with up to 500 guests, achieving flawless execution and securing a 15% boost in charitable donations.

#### KEY PROJECTS:

- Spearheaded the development of Stark's 'Clean Energy for a Better Future' initiative, promoting renewable energy sources and sustainable practices. This initiative led to a 25% reduction in the carbon footprint of Stark properties.
- Orchestrated the Stark Technology Exhibition, a globally acclaimed event that generated \$1 million in revenue and showcased Stark Enterprises' innovations.
- Managed and directed Stark's charity initiatives, raising over \$5 million for various causes, including disaster relief and STEM education programs.
- Implemented security protocols, achieving a 30% reduction in security breaches within the first year.

#### PROFESSIONAL ASSOCIATIONS

**President**, National Association of Professional Managers (NAPM) **2018 – 2023**  
**Board Member**, Private Service Professional Network (PSPN) **2015 – 2018**

#### EDUCATION

**Bachelor of Science in Business Administration** **2002**  
Metropolitan University, New York, NY

**Personal Interests:** Passion for fashion, technology, and literature. Interests include clean energy, environmental conservation, philanthropy, yoga, meditation, and a commitment to a healthy work-life balance.

## Traditional Resume

A classic that works for any industry and experience level.

# SARAH CONNOR

818-555-1111

[fake@fakeemail.com](mailto:fake@fakeemail.com)

[Linkedin.com/in/fake](https://www.linkedin.com/in/fake)

## SOFTWARE ENGINEERING EXECUTIVE | CIO *LEADER OF TEAMS THAT DELIVER MARKET-WINNING PRODUCT SOLUTIONS*

Results-driven senior leader with over 5 years of executive leadership achievements backed by 15+ years of hands-on application and software engineering experience. Known for building and motivating high-performance teams to deliver cost-effective, technical solutions that solve complex business problems. A master at driving revenue and profits while maintaining focus on strategic vision. Passionate about teaching, empowering, and enabling staff to advance in their careers and deliver cutting-edge, revenue-expanding solutions.

### SKILLS and STRENGTHS

Strategy & Solution Architecture	Product Delivery
Business Plan Development	ERP & Treasury Installations Compliance
Implementation of Growth Strategies	Merger and Acquisition Diligence & Integration
Business Process Improvement	Project Management
Staff Attraction/Retention/Development	Risk Assessment, Data, and Network Security

### EXPERIENCE

VP of Application Engineering SkyNet - Los Angeles, CA 2010 - Present  
Directed the implementation of cutting-edge product solutions in a division that generated annual revenues of \$375M. Oversaw a multi-site, global team of more than 200 software engineers. Created and led a team of solution architects. Managed a \$15M IT engineering budget. Led a \$10M change program to migrate legacy financial, treasury, and payment systems onto industry-leading “off the shelf” replacement systems.

- Cut overall Software Development Life Cycle (SDLC) processing costs by 20% and reduced processing time from 13 weeks to 7.
- Increased automated testing investments by 75%, subsequently implementing automated services testing that increased test coverage by 50% and decreased labor by 45%.
- Built and led a team of 7 DBAs who architected and managed an Oracle-based global warehouse that enabled executives to see transactions in real time.
- Managed steering committee meetings and project boards that involved all internal and external stakeholders responsible for a portfolio worth more than \$20M.

Director of IT Operations SkyNet - Los Angeles, CA 2000 – 2010  
Led all product development and engineering resources in support of Custom House’s full suite of online, mobile, treasury, and payment processing systems. Collaborated with senior department heads to determine new product and expansion strategies for approximately \$110M in annual revenue. Oversaw a \$20M technology services budget.

- Reduced cost, increased productivity, and improved efficiency by transforming the IT organization to optimize its operating model.
- Designed and implemented a company-first Agile SDLC that cut time to market by 6 weeks.

Manager, Software Development SkyNet – Los Angeles, CA 1995 – 2000  
Hired to direct all Web-based initiatives, manage development resources, and oversee project activities. Led technical teams in the execution of complex, large-scale projects.

- Uncovered accounting errors of \$100,00, slashed billing cycle times from several days to minutes, and dramatically increased overall accuracy.

### EDUCATION

Master of Science, Computer Information Systems – University of Denver, Denver, CO  
Bachelor of Science, Marketing – UCLA, Los Angeles, CA

# Transformative Resume

A modern resume that strongly emphasizes management talents and skills.

## 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.*

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### PORTFOLIO SOLUTIONS, EMERGING MARKETS

research, comprehensive analysis, and the formulation of growth vision to establish a blueprint for expansion into other markets. Recommendations spanning pipelines, capacity estimates, costs, and the optimization of existing systems.

is in the implementation of cost-saving measures, resulting in a 15% reduction in costs, while maintaining and enhancing product quality and customer satisfaction.

that established a foothold in new international markets, increasing revenue within the first year, and continuing to drive sustained growth through strategic partnerships.

**Happy Cove, CA ■ May 2011 – April 2015**

*Products for laparoscopic and minimally invasive procedures. Products for orthopedic, advanced energy, and bariatric medical devices.*

**SALES & MARKETING, US REGION**

500+ professionals, 8 sales directors, 64 division managers, 200 sales representatives across the United States. Leading the generation of annual revenues exceeding \$1.1 billion in the device segment, reflecting exceptional sales leadership and market penetration.

**Plastic Haven, CA ■ March 2007 – May 2011**

*Manufacturer of medical devices for the aesthetic plastic surgery industry.*

### 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

# 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,  
Lead 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

Dia Kline is a multiple award-winning public speaker, actor, writer, comedian, voice over artist, coach, and resume writer. Being a storyteller by nature, she genuinely appreciates the opportunity to tell your story. She loves talking with people from all walks of life to listen and understand what it is they do. She writes resumes for all professions within all levels and specializes in the entertainment field. When it comes to interview coaching, her public speaking expertise easily guides job seekers into securing more 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 60-Day 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. 1 word says it all."

**Cody M.**



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

**720-542-3400**

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

