

### CAREER SERVICES PROFESSIONAL

**CPRW, Certified Professional Resume Writer**

**CEIP, Certified Employment Interview Professional • CPCC, Certified Professional Career Coach**

**CP-OJSRM, Certified Professional – Online Job Search & Reputation Management**

Provides career support services, including resume writing, career and interview coaching, to people at all stages of their careers. Gained a full understanding of the hiring process from work as a former recruiter while placing accounting and finance professionals into permanent positions. Twenty years of helping people find jobs is backed by fifty years in recruiting, sales, marketing, accounting, finance, and small business ownership. Dedicated to helping people find satisfaction in their jobs and careers.

*“People always say they have more confidence in themselves after working with me.*

*I have personally written more than 2,000 resume and other career documents. ~*

<b>Writing</b>	Resumes, Cover Letters, Executive Bios, LinkedIn Profiles
<b>Job Search</b>	Strategies, Action Plans, Networking, Local Support Groups, LinkedIn, Internet Online, Recruiter Relations, References, Employment Checks
<b>Coaching</b>	Career Exploration, Interview Preparation, Salary Negotiations, LinkedIn Strategies
<b>Career Management</b>	Assessments of Skills, Knowledge, Expertise, Professional Background, Career Goals

TOOLS FOR TRANSITION, Fremont, CA

2003 – Present

*Career support services including resume writing, plus career, job search, and interview coaching*

#### President

Collaborates with U.S. and international clients for all aspects of job search and career management. Versatile writer and coach for people in a wide range of industries.

#### Writing:

- Develops, updates and repositions master resumes with effective writing strategies and polished writing.
- Provides written guidance for LinkedIn profiles.
- Writes professional bios, cover letters, resignation letters and other career documents.

#### Coaching:

- Reviews and assists with development of immediate and long-term career plans.
- Provides expertise in changing industries or job functions for career progression.
- Coaches on interview preparation to assess past interviews, develop new strategies, and role play.
- Teaches how to use LinkedIn as a strategic part developing a professional network and an active job search.
- Offers guidance on salary and other compensation negotiations.
- Strategizes on challenging issues such as age, employment gaps, and re-entry to the workforce.

#### Selected Achievements:

- A large portion of current work comes from repeat and referral clients.
- Developed a defined resume writing process that also serves as interview coaching.

- Featured presenter at 100 engagements for local job networking groups and professional associations.
- Special expertise in supporting finance and accounting professionals.

**Irene Marshall, MBA • 510.790.9005 • Page 2**

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ROBERT HALF INTERNATIONAL, Fremont and Oakland, CA

1999 – 2003

*International staffing agency providing temporary and direct-hire placements*

**Recruiting Manager**

- Placed finance and accounting professionals into new jobs. Interviewed, screened, and coached candidates.
- Handled reference checks, salary negotiations, offer letters and post-placement follow-up jobs.

*Selected Achievements:*

- Completed placements that generated almost \$1M in agency fees.
- Achieved exceptionally low ratio of “fall-offs” (placements lasting less than three months).

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**Early Career**

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<b>Account Executive</b>	The Adgap Group, <i>Distributor of promotional products</i>
<b>Vice President</b>	Safe Designs, <i>Distributor of promotional products</i>
<b>Accounting Supervisor</b>	intelliCorp, <i>Artificial intelligence software, startup through IPO</i>
<b>Accounting Manager</b>	The Adgap Group, <i>Distributor of promotional products</i>

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**Business Ownership**

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MATCO TOOL  
*Franchise selling tools to auto repair and auto body technicians*  
**Co-Owner / Office Manager**

AUTO DYNAMICS  
*Independent full-service auto repair shop*  
**Co-Owner / Office Manager**

MARSHALL and ASSOCIATES  
**Small Business Consultant**

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**Profile**

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**Education**

University of Santa Clara	Master of Business Administration (MBA)
California State University, Hayward	Bachelor of Arts, Business Administration, Accounting (BA)

**Affiliations**

Professional Association of Resume Writers and Career Coaches (PARW/CC)  
 Career Director International (CDI)  
 National Resume Writers Association (NRWA)