

ARNIE SHERR, PRW, CCLC

AI-Enhanced Résumé Strategist & ATS Optimization Specialist

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PROFESSIONAL RESUME WRITER | ATS & BRANDING SPECIALIST

Certified Career Life Coach | Outreach Messaging | Empowerment-Driven Job Search Educator

Empathetic, results-driven AI-Enhanced Résumé Strategist with extensive experience crafting targeted career documents that generate interviews. Author of *The Get-A-Job Manual* and President of The Resume Store, supporting thousands of job seekers across industries and career levels. Recognized for deep HR insight, marketing intuition, and ATS expertise—producing high-impact résumés that survive ATS scans, align with career goals, and impress decision-makers. Known for delivering clarity, confidence, and career tools that consistently outperform expectations in competitive job markets.

Core Competencies

Resume & Cover Letter Writing • Career Counseling • LinkedIn Optimization • Applicant Tracking Systems (ATS)
Client Interviewing & Information Extraction • Strategic Branding & Messaging
Grammar & Editing (Grammarly Proficient) • Cross-Industry Expertise • Results-Oriented Document Development
Professional Development Seminars • Job Search Strategy • Coaching Legacy-Aligned Positioning
Emotional Intelligence • Public Speaking

KEY ACHIEVEMENTS

- ✓ *Established The Resume Store as a top-rated, trusted service, earning numerous 5-star Google reviews while maintaining a flawless A+ BBB rating across a growing client base*
- ✓ *Delivered career advancement outcomes for over 2,500 job seekers, securing interviews and offers across 50+ industries from entry-level through executive roles via targeted positioning*
- ✓ *Sustained a verified 85%+ interview success rate by producing high-impact, ATS-optimized documents that consistently generate recruiter attention and interview invitations across competitive hiring markets*
- ✓ *Authored and published *The Get-A-Job Manual*, now used nationwide as a practical guide for navigating job markets and preparing for interviews to improve candidate positioning outcomes*

PROFESSIONAL EXPERIENCE & ENTERPRISE OVERSIGHT

THE RESUME STORE | Largo, FL | 2009 – Present

Founder, CEO / Professional Resume Writer

Drafts ATS-optimized résumés, cover letters, and LinkedIn profiles through a hands-on, no-template process. Directly leads consultations, dictation-driven content development, and revisions. Known for producing high-impact documents that generate interviews, strengthen positioning, and deliver measurable results across competitive job markets nationwide.

Achievements:

- Produced thousands of branded, ATS-optimized résumés, cover letters, and LinkedIn profiles—each tailored for clarity, impact, and alignment with evolving industry expectations and hiring trends.
- Tripled monthly client volume by refining intake strategy, optimizing document structure, and streamlining delivery—resulting in faster turnaround, higher satisfaction, and increased referral conversions.
- Maintained a flawless 5-star Google rating through personalized service, rapid delivery, and unmatched writing quality—earning trust across industries, career levels, and competitive job markets.
- Delivered seminars and one-on-one guidance that empowered job seekers to navigate transitions, overcome market barriers, and secure interviews with confidence and strategic clarity.

CAREERSOURCE PINELLAS | Clearwater/St Peterburg, FL | 2014 – 2017

PRW/Certified Career Consultant

Provided professional resume support to job seekers under the CareerSource Pinellas workforce initiative. Created customized, ATS-optimized resumes for individuals facing employment barriers. Supported the mission of equitable job placement by combining personal interviews, strategic document development, and coordination with career coaches.

Achievements:

- Empowered 1,500+ underserved job seekers with tailored, ATS-optimized résumés, securing interviews across public and private sectors, expanding access to sustainable employment opportunities, and long-term career growth.
- Delivered personalized career coaching that aligned résumé messaging with targeted career goals, strengthening client confidence, improving clarity, and enhancing competitiveness across diverse and evolving job markets.

- Partnered with employment coaches to optimize job readiness and placement outcomes, ensuring résumé alignment with program goals and employer expectations.
- Developed customized résumé structures aligned with diverse industry expectations, delivering strategic, non-template documents that strengthened positioning and improved interview outcomes across varied career levels.
- Transformed barriers—gaps, convictions, limited history—into strengths by crafting empowering résumés that reopened doors to interviews, second chances, and meaningful employment.

SHERR ENTERPRISES | Palm Harbor, FL | 2001 – 2009***Owner/Operator/Professional Resume Writer***

Built and sustained an independent résumé business during economic downturn, supporting 4,000+ clients. Delivered persuasive, affordable, goal-driven documents with rapid turnaround. Earned recognition for high interview success rates, hands-on service, and strategic quality—empowering professionals across industries with clarity, confidence, and career tools that outperformed expectations.

Achievements:

- Generated consistent client demand and repeat business through high-impact résumé delivery, rapid turnaround, and results-driven positioning that produced strong interview outcomes across diverse industries.
- Built résumé solutions for career changers and returning professionals, reigniting stalled searches with clarity, relevance, and alignment to evolving industry expectations.
- Forged partnerships with employment centers and job boards, generating consistent referrals and reinforcing community trust through results-driven service and ethical career support.
- Delivered résumé workshops and consultations for workforce programs, equipping diverse job seekers with tools to navigate transitions, overcome barriers, and secure interviews confidently.
- Developed compliant résumé structures aligned with private, state, and federal workforce standards, supporting high-volume programs while maintaining clarity, strategic alignment, and individualized client impact.

PRIOR ENTERPRISE-WIDE ROLE

CUMBERLAND FARMS CONVENIENCE STORES/GULF REFINERIES | Tuckerton, NJ
General Store Manager

EDUCATION

Marketing, Advertising, and Business Law | Minor: English & Creative Writing
Temple University, Philadelphia, PA

Career Life Coach Certification Course (Completed)
Bennett/Stellar University, Bellevue, WA

CERTIFICATION

Certified Career Life Coach (CCLC) | Bennett/Stellar University, Bellevue, WA

TECHNICAL PROFICIENCIES

Office & Productivity Tools: Microsoft Office 365: Word, Excel, PowerPoint, Outlook, Publisher, OneNote

Creative & Editing Software: Adobe Creative Suite: Photoshop Express, Acrobat DC, Creative Cloud, Grammarly

Communication & File Sharing: Teams, Zoom, Dropbox

Career Tools & Platforms: ATS Platforms, LinkedIn Optimization Tools

Career Coaching: ATS Optimization, LinkedIn Strategy, Interview Preparation

AI Tools & Workflow Integration: Microsoft Copilot, ChatGPT, Claude, Prompt Engineering, ATS-Aware AI Collaboration, Modular Messaging Refinement

MILITARY SERVICE

United States Navy
Submarine Base, New London, Groton, CT
Draftsman (E-3)

