

CAREER DEVELOPMENT & EMPLOYMENT ADVISOR

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

Empathetic, results-driven 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

- ✓ *Built The Resume Store into a trusted, top-rated service, earning numerous 5-star Google Reviews and maintaining a flawless A+ BBB rating.*
- ✓ *Personally helped over 2,500 job seekers secure interviews and offers across 50+ industries, from entry-level to executive.*
- ✓ *Achieved a verified 85%+ interview success rate, consistently producing documents that generate attention and interview invitations.*
- ✓ *Authored and published The Get-A-Job Manual, used nationwide as a practical guide for navigating job markets and preparing for interviews*

PROFESSIONAL EXPERIENCE & ENTERPRISE OVERSIGHT

THE RESUME STORE | Largo, FL | 2009 – Present

Founder, CEO / Professional Resume Writer

Delivers handcrafted résumés, cover letters, and LinkedIn profiles—no templates, no outsourcing. Oversees every consultation, draft, and revision with strategic focus. Known for clarity, impact, and interview success. Trusted by professionals nationwide for career tools that perform under pressure and elevate legacy.

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/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:

- Equipped 300+ underserved job seekers with tailored résumés that secured interviews across public and private sectors, increasing access to sustainable employment opportunities.
- Delivered personalized coaching sessions that aligned résumé messaging with targeted career goals, enhancing client confidence, clarity, and competitiveness in diverse job markets.
- Partnered with employment coaches to optimize job readiness and placement outcomes, ensuring résumé alignment with program goals and employer expectations.

- Designed compliant résumé templates for state and federal workforce programs, supporting high-volume delivery while maintaining quality, clarity, and strategic alignment.
- 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. Delivered persuasive, affordable, goal-driven documents with rapid turnaround. Earned recognition for high interview success rates, hands-on service, and strategic quality—supporting professionals across industries with clarity, confidence, and career tools that outperform expectations.

Achievements:

- Launched and expanded a résumé business during market instability, helping 1,000+ job seekers secure interviews through tailored documents and strategic career positioning.
- 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 consults for workforce programs, equipping diverse job seekers with tools to navigate transitions, overcome barriers, and secure interviews confidently.
- Created résumé templates compliant with state and federal standards, supporting high-volume workforce programs while maintaining clarity, strategic alignment, and individualized impact.

PRIOR ENTERPRISE-WIDE ROLE

CUMBERLAND FARMS CONVENIENCE STORES/GULF REFINERIES | Tuckerton, NJ

General Store Manager

EDUCATION

Temple University – Philadelphia, PA

Marketing, Advertising, and Business Law | Minor: English & Creative Writing

Bennett/Stellar University – Bellevue, WA

Career Life Coach (Completed)

CERTIFICATION

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

TECHNICAL PROFICIENCIES

Office & Productivity Tools: Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher, CoPilot, OneNote, Teams)

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

Communication & File Sharing: 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)