

# The NRWA Connection

## March 2017



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## **Board Member Greeting**



**Beth Colley, Education Director**  
**Owner of Chesapeake Career Management Services**

Hello Colleagues:

I'm honored to be serving in my third year as your Education Director; this is our busiest year yet. I have an exciting announcement about The NRWA member-only training program. You will not see any other careers industry association offering this program. Are you ready for it?

**YOU ASKED for it, and WE MADE IT HAPPEN:** Our BIG ANNOUNCEMENT for 2017 is the launch of our **Microsoft Word® Essentials** training program. This is a member-only training benefit. The first class for **Level 1 starts April 25** and **runs Tuesday evenings through May 23**. **Level 2 begins June 6** and **runs Tuesdays evenings through July 18**.

This Microsoft Word® Essentials training program, written by a résumé writer for résumé writers, will emphasize both basic and advanced résumé formatting strategies. See all the details and register in the announcement below. Please register early to ensure we meet our minimum enrollment requirement, but don't register late, as space is limited.

**On the WEBINAR FRONT:**

If you missed our March 7 webinar facilitated by Kimberly Schniederma, you will definitely want to purchase the recording from our education page. Kimberly shared results from a recruiter study conducted through RiseSmart (a global career and outplacement services provider). The information culled from more than 275 participating recruiters was compiled into this extremely informative webinar. She shared tips regarding where and how recruiters source candidates, how they prefer to be contacted by job seekers, how recruiters screen and qualify candidates, how they deal with salary differences, and dozens of other relevant topics.

I'm still working on our webinar lineup for the remainder of 2017, but you'll want to save the following dates and register for these upcoming webinars:

individuals seeking employment in Western Europe, Australia, and Asia.

**June 9, 2017, Best Practices and Effective Strategies for Promoting Your Business on Social Media** with Wendi Weiner. Learn the latest social media trends and marketing strategies.

If you have an interest in recommending a specific topic and/or presenter for a webinar, please share that with me. I'm here to serve and am dedicated to helping you improve your industry knowledge. While we're on the topic of webinars, I'd like to pass along two pieces of information:

1. All webinars are recorded and all registrants will receive a link to the recording (whether you attend live or not).
2. Handouts are not provided. The recording contains both the audio and video so there is no need for separate handouts.
3. If you experience audio difficulties (such as no sound) during a webinar, there are two solutions. One is to switch your browser to Firefox or Google Chrome. The other is to download a plugin that will solve the problem. Switching browsers is the easiest and quickest option.

That's it for this month. If you have questions, concerns, comments, or recommendations for future webinars or other training programs, feel free to contact me at [education@thenrwa.com](mailto:education@thenrwa.com).

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## NRWA EBO Member Report

**Virginia Franco**

**Virginia Franco Resumes, Charlotte, NC**

It's hard to believe the first quarter of 2017 has come to a close. Where did the time go? Winter is in our rear-view mirror with spring well on its way. Before spring fever hits in full force, I am taking this opportunity to encourage everyone to make plans to join us in October for this year's NRWA conference.

This year's event is special, as we are celebrating The NRWA's 20<sup>th</sup> anniversary! As with previous conferences, it is certain that you will walk away with strategies for writing, as well as running and growing your business—

It is clear that The NRWA Experienced Business Owners have hit the ground running this year. I'd like to highlight a few of their accomplishments to date:

**Jan Melnik, Absolute Advantage, Durham, CT**, reported that in December she co-presented, with Louise Kursmark, a full-day training for the career professionals of Southern New Hampshire Services in Concord. Their topic was "Résumés and Social Media for Today's Job Search." Jan is excited to announce that her latest book, a collection of children's stories, is now available on **Amazon**: *Adventures in The Wooded Glen*.

**Tim Windhof, Windhof Communications - Career Services, Delaware, OH**, is proud to have passed the NCRW exam, which makes him the only NCRW-certified writer in the Columbus, Ohio, region.

**Robin Schlinger, Robin's Résumés, Atlanta, GA**, spoke at a Georgia Career Development Association event on March 10 regarding Applicant Tracking Systems.

**Brenda Bernstein, The Essay Expert, Madison, WI**, is proud to announce that two of her writers earned distinguished TORI awards; one took 1<sup>st</sup> place for "Best Sales Résumé" and the other 3<sup>rd</sup> place for "Best Executive Résumé." The Essay Expert is developing a specialization in pharmaceutical executive résumés, including résumés targeted for board positions.

Brenda presented a podcast, in which she discussed "**Coaching for Leaders**" and was also featured on **NBC-15**, discussing résumés and LinkedIn profiles. In addition, she has plans for a new version of *How to Write a KILLER LinkedIn Profile . . .* so stay tuned!

**Sarah Wade, Blue Ridge Resumes, Lynchburg, VA**, has made many changes to her business. In addition to launching a new **website** in January, she created and launched a six-part video course titled "**The No-Nonsense Résumé Course: How to Write a Winning Résumé.**" She also introduced two new service offerings: Federal Civilian Résumés and Military to Civilian Transition Résumés and will be hosting her **second free live résumé training**.

**Anne Marie Segal, Segal Coaching, Stamford, CT**, has published two articles in *Forbes*: "**Why You Need a Strategy Before Writing Your Résumé**" and "**The Emotional Life Cycle of a Major Career Transition.**" She was also featured in two Forbes Coaches Council Q&As: "**Ten Warning Signs a Recruiter is not Right for You**" and "**Nine Modern Ways of Finding Customer Leads.**"

***the Interview: A Guide for Working Professionals*** (published in October 2016). She recently presented "Beyond Branding: Creating a Compelling Value Proposition" before the Women's Networking Group of Fairfield County and was the keynote speaker for the Yeshiva University *Women in Business Initiative's Professionalism & Personal Branding Workshop*.

**Georgia Adamson, A Successful Career, Boston, MA**, continues to submit quarterly posts for Bluesteps.com. On the brainstorming front, she gets together at least every other month with two colleagues in her area. Besides being delightful individuals, they're great to exchange ideas with!

**Norine Dagliano, ekm Inspirations, Winchester, VA**, reports that she is enjoying teaching round three of the Writing Excellence Program. As with past classes, the range of skills and experience she sees with each of the 10 participants is quite broad and keeps her on her toes! Everyone in the class has expressed an interest in becoming an NCRW, so Norine is pushing them hard.

In addition to teaching the live class, she has been busy modifying the program for The NRWA to offer it as a self-study, online training. Norine is also creating a PowerPoint deck, handouts, and exercises for a half-day professional development workshop on business writing that she will be presenting in April for staff at the Department of Social Services in Washington County, MD.

**Debra Ann Matthews, Let Me Write it For You, Clarksville, TN**, was invited to speak to the Sunset Rotary Club in February; she titled her presentation "14 Reasons to Love Valentine's Day and 14 Minutes to Share 14 Tips on Job Search Strategies." Debra has also been accepted into the Forbes Coaches Council.

**Jane Roqueplot, JaneCo's Sensible Solution Career Advancement and ProfilingPro, Sharon, PA**, spoke at a college boot camp held for 10 area school districts in Mercer County, PA. Jane's program, "Prescription for Career Success" was on the topic of understanding interpersonal strengths by using the DISC Communication Style and Behavioral Strengths concept for essay writing, résumé and cover letter development, and career discernment. Based on the success of the event, she has been asked to present during the schools' "Career Week" event!

**As for me**, I was pleased to be featured in Chris Russell's **Career Cloud Podcast**, discussing the importance of ensuring that career documents are screen-ready. Articles I have written appeared recently in Ivy Exec, Forbes Coaches Council, MedReps, CareerSidekick and Career Metis.

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## Flashback Facts

**Bridget (Weide) Brooks**

**Director of Industry – Experienced Business Owners**

**Imagine Building Communications**

### **The NRWA Flashback Facts, No. 3**

This is the third article in a series celebrating the 20<sup>th</sup> anniversary of The NRWA. In each article, we look back at key moments in The NRWA history as well as the résumé writing industry.

Here are some snippets from the Winter/Spring 1999, July 1999, and December 1999 issues of "*Résumé Writers' Resource*."

#### **The Survey Says**

The NRWA member Jackie Connelly, of Prestige Résumé Service in Lindenhurst, NY, surveyed 100 recruiters by email and the results were reported in the Winter/Spring 1999 newsletter. Even more than 15 years later, some things haven't changed:

How much time do you spend or want to spend reading a résumé?

Under 1 minute – 5%

1-2 minutes – 60%

3-5 minutes – 15%

Over 5 minutes – 20%

Would you read a résumé without a cover letter?

Yes – 96%

No – 2%

Prefer No Cover Letter – 2%

Other things do change:

Do you use scanning equipment to read résumés (today, that would be a question about using Applicant Tracking Systems):

Yes – 23%

No – 75%

Sometimes – 2%

Do you read unsolicited résumés?

Connelly also included recruiter comments with this timeless advice:

"Follow-up is key. If someone sends me a résumé and calls me the day I receive it, I am more likely to remember them because I know that they will follow-up with the client just like they did with me." — Aubrey Cohen

Some things never change!

### **"Excellence in Résumé Writing" Training Launched in 1999**

The NRWA Certification Commission, led by then-chair Pat Kendall, NCRW, JCTC, announced the launch of an online training program in the July 1999 newsletter, incorporating "hands-on" exercises to teach core concepts outlined in The NRWA's Certification Study Guide. Kendall mentioned the hard work of members Sally McIntosh, Deborah Edwards, Susan Britton Whitcomb, and Ann Klint in helping create the program. Nearly 18 years later, the program has been revised, expanded, and updated to fit today's standards but still available as a training option.

### **Remember Y2K?**

"Better safe than sorry" was how Pat Kendall ended her President's Message in the December 1999 newsletter. She was talking about "Y2K" preparation. Remember Y2K? It was the widespread fear that some computer systems would not be able to handle the transition from "1999" to "2000."

Kendall advised résumé writers to "use Y2K as an excuse to get prepared and kill two birds with one stone"—noting that most households are not prepared for emergencies and natural disasters. Having seen dozens of colleagues over the years affected by natural disasters—such as wildfires, floods, and hurricanes—Kendall's advice is sound even today. Even more relevant is the importance of backing up your documents and systems regularly, since computer glitches aren't confined to the dawn of the "new millennium."

**Next time in "Flashback Facts":** Predicting the Future (in this case, 2005); recruiters didn't want cell phone numbers listed, and which of these top five "big board" career websites still exists now?

*Bridget (Weide) Brooks is the editor of the Résumé Writers' Digest newsletter and the founder of BeAResumeWriter.com. Her NRWA membership dates back to 1999, the year she attended her first industry conference. Coincidentally, Bridget's company, Image Building Communications, also celebrated 20 years in business in 2016. She and her now-husband, Jon, founded the business after their graduation from the University of Nebraska at Omaha.*

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# Announcing The NRWA Microsoft Word® Essentials Program for Professional Résumé Writers

## Make your clients shine with beautiful résumés!

Gain confidence in your ability to design professional résumés that get your clients noticed by spending less time struggling to format beautiful layouts. In The NRWA Microsoft Word® Essentials Program, you'll learn professional secrets to:

- Control and format your page, easily.
- Use shortcuts to speed your work.
- Clear your personal information from final documents.
- Place dates to the right, quickly.
- Apply ATS-friendly graphic elements.
- Make non-ATS-friendly graphics pass through ATS.

## Origins of the Microsoft Word® Program

**When members of an informal NCRW-certification peer study group were polled on what they wanted to learn, their first choice was how to format résumés in Microsoft Word®. The group leader, Jean Austin, asked Holly Genser, MA, CCTC, to present two webinars on the topic. Holly's webinars, instructional booklet, and individual teaching helped the study group participants learn skills that they could then apply to their résumés submitted for the NCRW certification sample review and the test.**

## You asked we answered

**The NRWA Education Director Beth Colley, echoing feedback from the study group, said The NRWA members have long requested a course on how to format beautiful résumés with Microsoft Word®. Now that program is here!**

**Designed by a résumé writer for résumé writers.**



**Word® Essentials Program materials, demonstrations, and practice are designed to focus directly on the tasks résumé writers need. As an instructional designer and a résumé writer herself, Holly understands your needs.**

### **What members of The NRWA say about the instructor's expertise**

"Holly Genser knows more about the ins, outs, and workarounds of Microsoft Office Suite® than anyone I have ever met. She is infinitely patient and uniquely skilled in communicating how to use technology. I struggled for several years for particular solutions to my unique formatting requirements. Holly was able to view my screen and show me exactly how to use specific aspects of Microsoft Word®, PowerPoint®, and Facebook. She has also helped me with some of the quirkiest aspects of Outlook® and LinkedIn. When I realized how knowledgeable she was, I asked that she give a presentation on Microsoft Word® formatting for a professional group I was facilitating, and it garnered rave reviews. I cannot recommend Holly highly enough."

—Jean Austin, NCRW, CJSS, CCMC, OPNS, MS, Talents Presented

"I love Holly's communication style! She is warm and welcoming but stays on task. I'll use some of the information on a daily basis."

—Mary Jo King, NCRW, Alliance Resume & Writing Service (webinar attendee)

"The best thing about your book [*The Essential Microsoft Word® Guide for Professional Résumé Writers*] is that it taught me what I didn't know. I've been working with Microsoft Word® for two decades, and I still learned something new."

– Laura Needham, WorkSkills program, LifeBridge Community Services, Bridgeport, CT (book user)

### **Program basics**

During the Microsoft Word® Essentials Program, you'll get personalized attention in a small group of eight to 15 learners. After each demonstration of a task, you can share your screen for live, hands-on practice and help. There will be plenty of time to answer your questions, too. All sessions will be recorded so you can review them at your convenience. Plus, you'll also receive **the instructor's** *The Essential Microsoft Word® Guide for Professional Résumé Writers*, recently expanded and divided into two parts; one for each level.

**Space is limited to 15 members of The NRWA for each of the two class levels, so find out more and register now.**

the secrets to easily control and format your page, use shortcuts to speed your work, and clear your personal information from final documents. Quickly place dates to the right, apply Indents, format bullets, adjust paragraph and line spacing, and much more.

**Register Now!**

### **Level 2: Decorative Elements for Beautiful Résumés**

**6 Weeks, Tuesdays, 7:00 p.m. EDT, beginning June 6, 2017.** Learn professional secrets to apply ATS-friendly lines and shading. Create shaded text boxes, photos, and graphs and learn the tricks to make them work with ATS. Organize your text with columns and tables, and know when and how to use them safely. Set One-Click Styles. Take the required assessment to skip Level 1 and enroll only in Level 2, space permitting.

**Register Now!**

**Register for both Level 1 and Level 2 at the same time and save \$150!**

**Register Now!**

### **About Your Instructor**

With a knack for software and a background in corporate training and copywriting, Holly Genser, MA, CCTC helps résumé writers and coaches easily streamline their writing and marketing tasks. As a Certified Career Transitions Coach and Résumé and LinkedIn Profile Writer, Holly is also the author of *The Essential Microsoft Word Guide for Professional Résumé Writers*.

Prior to becoming a coach, Holly led learning projects as manager, project manager, instructor, and instructional designer in Fortune 500 companies, nonprofits, and higher education. She has an MA in Training and Development from The Ohio State University.

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## **Upcoming Webinars!**

### **Save these dates!**

- **April 7, 2017**, "Résumés Around the World: Working with Executives & International Clients Outside of the U.S." with Tim Windhof, 11:30 a.m. EDT **Register Now!**
  - **June 9, 2017**, "Building Business with Social Media" with Wendi Weiner, 11:30 a.m. EDT
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## **VOLUNTEER OF THE MONTH, ELLEN STEVERSON**

**We sat down with Ellen Steverson, who serves on The NRWA 2017 Conference Committee, and asked some questions about her involvement with The NRWA. This is what she had to say:**

### **Tell me how you first got involved with The NRWA.**

I was in the process of opening my business and had been researching associations and résumé writing training online, when I found The NRWA website and discovered that the conference just happened to be in Charleston, SC, which is where I lived! So I went to the conference and learned so much. Attending that conference laid the foundation for the launch of StartingBlock Career Services, LLC.

### **What motivated you to join The NRWA 2017 Conference Committee?**

The next NRWA conference I attended was in 2015. I arrived on Tuesday and did a boot-camp class for the NCRW. After that conference, Jean Austin organized a group of people to continue to prepare for the NCRW. I participated in that group, and in December of 2016, I took the exam and earned my certification. Having gained so much from the group, when asked to help with the conference, I just wanted to give back and hopefully contribute to making the 2017 "Celebrating 20 Years of Résumé Writing Excellence" conference great for everyone!

### **How did you first get started in the field of Résumé Writing and Career/Interview Coaching?**

Years ago, I was an executive recruiter. I read many résumés and provided résumé advice to my clients. Later, I went on to work for a school district for 10 years, where I developed a school-based enterprise program combined with internships at local businesses to help high school students with disabilities gain employability skills. The program was successful, and I started doing consulting with other school districts. I found myself writing more résumés and really enjoying it. I opened StartingBlock Career Services, LLC

**What do you wish others knew about the benefits of getting involved with The NRWA?**

First, it's a great organization to meet colleagues and form collaborative partnerships that can help generate revenue! Secondly, always mention you belong to The NRWA because it does bring value to your brand and lets people know you are serious about your business. Lastly, it's like anything else in life...the more you put in, the more you get out...make connections, take advantage of webinars/training, and build relationships with colleagues.

**What do you do when you aren't working or volunteering? OR what might someone be surprised to know about you?** I work many hours, since my business continues to grow yearly. I surprised many people when I left working for the school district to start a company, especially because I had two children about to start college. People thought I was crazy, but it's a decision I will never regret, since sales took off! Now, in the next 4-5 months, we are building our dream house on a lake!

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## **How to Write Your Kickass Bio (An Example + 12 Tips)**

**David Newman, CSP, Do It! Marketing**

*Originally published on the Do It! Marketing Blog.*

**As a marketing speaker and marketing coach, my clients often ask me to critique their professional biographies.**

**Whether YOU are a professional speaker, consultant, coach, author, or professional services firm owner, your "bio" is one of your most powerful marketing tools that will make or break your future clients' perception of your expertise.**

**Writing an effective, attractive and client-magnet bio is hard.**

**Here's what you must NOT do:**

- Brag
- Come across as a corporate stuffed shirt or pompous twit
- Trot out a bunch of acronyms, jargon, and consultant-speak
- Preach
- Tell us about your awesome vacations, Harley collection, adorable kids, and scuba diving prowess

Without further ado, let me present a professional bio I recently came across from a consultant with the Tom Peters Company in the U.K. that I found quite impressive and that you might consider modeling into your own. My comments are numbered and explained below:

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Like you, **(1)** leadership expert and business author **(2)** Robert Thompson has seen the word leadership defined numerous ways over the years. Is it charisma and positive thinking? Pinstripes and red power ties? Decisiveness? Is it all about the situation? Is it meant only for the chosen few who rise to the top? Or, is there a different story? **(3)**

With over three decades of executive coaching, speaking, and most importantly, real-life, in-the-trenches business experience, his view is radically different. **(4)** Robert appreciates, and shares with listeners, that leadership is a moment-to-moment choice and not about title, tenure or position. Leadership is for everyone, every day. It's how we should live our life. **(5)**

Robert, sometimes referred to as the "Provocateur" for his ability to stir up a group **(6)** or as the "People Whisperer" for his coaching skill that brings out the best in people, is known for his practical, street-savvy style; Robert's fusion of real-life stories and his conversational techniques connect with his audience at an intimate, intense, and individual level. **(7)**

Robert has served as a senior consultant with the U.S.-based Tom Peters Company for several years. He is a Certified Master Facilitator of The Leadership Challenge Workshop™, and continues to work with the best and brightest in the leadership development field. **(8)** The author of the best-selling, "The Offsite: A Leadership Challenge Fable," Thompson's penetrating conversations have been shared with folks from around the globe. **(9)**

His successes include AT&T, Amgen, Hewlett-Packard, Johnson & Johnson, Lockheed Martin, Qwest, Sony, Sun Microsystems, The Cheesecake Factory, The Gap, Visa and numerous U.S. city, state and federal agencies, to name a few. **(10)**

Prior to his leadership efforts, Robert, a journalist by education and passion,

corporate nonprofit exchange program for aspiring post-communist business professionals, Robert attained a key role in the Clinton-Yeltsin "Business for Russia" initiative. **(11)** He has served on the board of advisers for a successful Internet start-up company and assisted the group through their initial public offering. **(12)**

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- 1. The most powerful word in marketing is YOU.** Starting the bio with "Like you..." is flat-out brilliant.
- 2. Label yourself immediately.** Prospects need to know your expertise upfront, and you get two seconds to position yourself. Put "\_\_\_\_\_ expert" in the first ten words of your bio.
- 3. Using engaging questions** in your bio is something you've probably never considered, and it WORKS. People judge you MORE on the questions that you ask than the statements you make. Add questions to your bio — it's a kickass idea!
- 4. Buyers are lazy, busy and befuddled.** One way to make yourself come across as "different" is simply to claim it! "His view is radically different" works. I also recommend the phrase "Unlike many consultants/ speakers/ fill-in-the blank..." (Ex: "Unlike many marketing coaches, David Newman shows you exactly what to say and how to say it, what to do and how to do it.")
- 5. Philosophy sound bites** that serve as a preview of your thinking. Consider these "bullets without the bullets." They provide snippets of what you'll share and implement with your future client and do so in a conversational way.
- 6. Always promote your benefits, not yourself.** I'm not crazy about these unattributed third-party references ("known as the Provocateur") but the saving grace is that they are framed in terms of benefit to the audience/client. This could be stronger if it said, "The Financial Times called him 'the CEO's secret weapon.'"
- 7. Love the fusion concept.** It says subconsciously to your buyer "hire this guy, and you'll get the best of both worlds." It's also an implied differentiator. What are you a fusion of? And the masterstroke is that the fusion is also framed as a benefit to the audience.
- 8. He works with the "best and brightest"** so YOU, Ms. Prospect, must be pretty sharp if you hire him. This implied compliment gets buyers to WANT to qualify to work with you. Nothing like a little ego boost for your readers as they cruise through your bio. This signals— again subconsciously—"I'm making a good decision."
- 9. Claim authorship.** Calling his talks "conversations" is also a brilliant differentiator.
- 10. Name names.** Client names are powerful. I do NOT like "His successes include" simply because it sounds like he's taking credit for the success of giant global corporations. A better turn of phrase might have been "Companies such as X, Y, and Z have partnered with Robert when they want

carry a lot more weight than his.

**11. List your accomplishments in the REAL world.** Speakers and experts are not hired for what they know as much as they are for what they've DONE. Connect who you are to what you, do and your credibility skyrockets.

**12. Creme de la creme.** Board service and being seen as a leader among your peers implies that you are respected within your field and thus, you must be among the best at what you do.

**Use these guidelines to turbo-charge YOUR professional bio right now** and you'll thank me later-- DO IT!

*David Newman is a marketing expert dedicated to making thought-leading entrepreneurs and executives more successful. David's book, "Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition" is available at <http://bit.ly/doitbook>. Free resources are available online at [www.doitmarketing.com](http://www.doitmarketing.com).*

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## New and Renewing Members

Welcome to our **new and renewing members** for the month of February! Feel free to introduce (or reintroduce) yourself on our **Facebook page** or the **elist**.

Be sure to take this opportunity to network via our **LinkedIn Group** with other members of The NRWA and nonmembers who are career professionals.

### New and Renewing Members

- Jeffrey Daduk - Triple Play Resume Service in Davie, Florida
- Bill Elliott - Bel Air, Maryland
- Kathy Fetherlin - Cranberry Township, Pennsylvania
- Marie Fitts - Cordova, Tennessee
- Alison Flynn Gaffney - Sounding Board 4 Life, LLC in Draper, Utah
- Lynn Green - Brand-You Resumes in Akron, Ohio
- Andrew Greenstein - Clermont, Florida
- Emily Hall - 1991 in Colorado Springs, Colorado
- Lisa Hebert - LMH Advisors, Inc. in St. Louis, Missouri
- Brian Holihan - Brian Holihan in Sunnyvale, California
- Genola Johnson - Grab Publications, LLC in Senoia, Georgia

- Arno Markus - ResumeBuilds.com in Quadra Island, British Columbia, Canada
- Sophia Marshall - MeSheet Career Consulting in Lake Ridge, Virginia
- Laurie McDonald - Your Resume Writer in Lakeland, Florida
- Lauren McHug - West Simsbury, Connecticut
- Catherine Meiners - Lees Summit, Missouri
- Margaret Miehl - Murrysville, Pennsylvania
- Etienne Morris - Morris Recruiting & Consulting in Stowe, Vermont
- Robin Ogden - The Job Prep Coach in Los Gatos, California
- Joel Quass - Good Management Is Not, LLC in Stanardsville, Virginia
- Latoya Raymond - Branding Resumes in Red Oak, Georgia
- Karen Reiff - HRDS, LLC in Haslett, Michigan
- Tammy Shoup - Breakthrough Resume Writing Service in Decatur, Indiana
- Laurie Smith - Creative Keystrokes Executive Resume Service in Gastonia, North Carolina
- Kiersten Troutman - Second Glance Résumés in Canton, Ohio
- Susan Vincent - Projects By Assignment, dba Susan L. Vincent in San Luis Obispo, California

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