



## REFRESH YOUR JOB SEARCH: WRITING AN **AMAZING RESUME** & **COVER LETTER**

EMILY KAPIT, MS, MRW, CPRW, ACRW  
3X Certified Master Resume Writer & Head Career Strategist





# About NAPW

You're one step closer to having  
the career *you deserve* !



# Order of Topics

- 1 **About Emily:** The Path to (Writing About Your) Greatness
- 2 **Overview:** New Age of Resumes & Cover Letters
- 3 **Brand YOU:** The Consistency of Excellence Principle
- 4 **Powerful Resumes:** Strategic & Targeted / Samples
- 5 **Effective Cover Letters:** Shifting Needs, Still Targeted
- 6 **Final Thoughts:** Putting it All Together  
Bonus Point
- 7 **Review & Questions**
- 8 **Where to Find Me**



# About me



## The Path to RYS and 3X-Status

- Journalism → PR/Recruiting → Grad School → Company Launch → Service Expansion → Team Expansion → 3X Status
- Built on skills, opportunities, and lessons-learned. Excellence, always.

## The Philosophy

- Marketing Documents. Brand: YOU
- Alignments with background, goals, needs.
- Focus on achievements & measurables; pattern of excellence.
- Professional documents work together and in conjunction with interviews, informational meetings, networking opportunities, and even negotiations.



# Overview: New Age of Resumes & Cover Letters



## TECHNOLOGY:

Impact on Professional Documents

- Laptops / Smartphones / Tablets
- ATs (Applicant Tracking Systems)



## OUT:

Long List of Responsibilities (HBR)



## IN (TO STAY):

Focus on Accomplishments



## PERSPECTIVE:

Strategic Marketing Tools





# Brand You: The Consistency of Excellence Principle



## Connecting You(r Brand) to Excellence at Every Step

- Applicable to Everyone (Students to CEOs; Employees to Entrepreneurs)



## Not Just What You've Done but How Well Have You Done It

- Accomplishments, Measureables
- What did you do, how well did you do it, what was the outcome?
- Track it!
- Not about perfection!
- Connection Point: Resumes, Cover Letters, LinkedIn, Informational Conversations, Interviews, Negotiations, etc.





# Powerful Resumes: Strategic & Targeted



## Formatting Upgrades:

- Visually Engaging, Conservative with **Color**, **Shading** & **Bolding**
- Different Sectors, Different Expectations



## Content: What to Include, What to Leave Out

- **The Norm:** Profile, Core Competencies, Experience (Focus on Achievements) & Education
- **Additional Points:** Professional Development, Volunteer, Additional Leadership, Of Note, etc.



## Grammar & Spelling: Who Really Cares?



## Job Search Alignment: 95% / 5% Rule





# Powerful Resumes: Samples



## Branding Elements



## Core Competencies (aka Key Proficiencies)



## Experience

- Focus on Selected Achievements
- Last 10-15 years in-depth / Earlier work is abridged



## Education



## Additional Info

# Powerful Resumes: Samples

## SHAINA KRENZIS

### BUSINESS DEVELOPMENT & MARKETING LEADERSHIP

[shaina.krenzis@gmail.com](mailto:shaina.krenzis@gmail.com) ■ 305.822.2736 ■ [linkedin.com/in/shaina.krenzis](https://www.linkedin.com/in/shaina.krenzis)

**VICE PRESIDENT ■ MARKETING & SALES STRATEGIST ■ EFFECTIVE TEAM LEADER**

**Top-Performing executive with 15+ years of progressive experience** in strategic marketing and planning, project management, revenue optimization, and executive-level oversight. Highly-knowledgeable and intuitive strategist offering meticulous business expertise and tactics designed to increase revenue and reduce costs across all initiatives. Collaborate cross-functionally and internally to offer insight, improve productivity, drive unparalleled vision, and exceed expectations. Offer expertise in market segmentation projects, competitive analysis, and branding across diverse enterprise operations and venues. Truly excel in growing companies, strategically, effectively, and to ensure maximum long-term growth.

#### KEY PROFICIENCIES & ATTRIBUTES INCLUDE

Strategic Marketing & Planning ■ Leadership ■ Operations Oversight ■ Business Intelligence ■ Relationship Cultivation ■ Revenue Optimization ■ Strategic Decision-Making ■ Market Segmentation ■ Project Management ■ Budget Oversight ■ Media Relations ■ Executive & Team Collaboration ■ Program Development ■ Cross-Functional Collaboration ■ Product Marketing ■ Finance ■ Online Marketing ■ Mentorship & Motivation ■ MS Office Suite ■ Minitab ■ MapInfo Scan/US ■ PRIZM ■ SPSS



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# Powerful Resumes: Samples

## RECENT EXPERIENCE & SELECTED ACCOMPLISHMENTS

**BROADVIEW UNIFORM RENTAL:** Vice President: Multiple National Locations 2009–Present

Michigan-based uniform rental company with a broad domestic reach, \$50M in annual revenue, and focus on Hospitality, Health Care, Automotive, and Education industries. Oversee all aspects of Sales, Marketing & Strategic Planning, including national 200-person sales organization and several cross-functional teams across all enterprise divisions.

**OPERATIONS MANAGEMENT & STRATEGY:** Created 10-Year Vision POV document to lead cross-functional teams with precise objectives and strategy. Successfully executed major aspects of plan within 5 years.

- Improved market share sales and marketing ROI via extensive analysis of current market position; identified opportunity for creating development model to successfully drive market and sales resource allocation.
- Launched multiple Lean Six Sigma projects throughout all divisions; determined cost-savings and incremental review opportunities, improving efficiency and productivity.

**MARKETING & SALES INITIATIVES:** Introduced new sales incentive structure to improve mix of business developed by sales team.

- Offered incentives-based on project details contributing to improved retention and 30% YOY new sales growth and 20% decrease in sales costs.
- Direct development of all marketing/sales materials, including brochures, training videos, tool kits, and flyers.

**PROCESS IMPROVEMENT:** Revamped and expanded sales-training program, resulting in enhanced sales volume and retention.

- Championed rebuilding of company website, introducing industry-first full catalog of imagery and logo mat/emblems drastically increasing traffic, engagement, and lead volume.
- Managed construction of new CRM database with customized reporting and managing tools, driving sales productivity, improving time management, and greatly securing intellectual property.





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## LUCY WHITCOMB

MIDDLETOWN, CT • [lucy.whitcomb@gmail.com](mailto:lucy.whitcomb@gmail.com) • 858.122.3344 • [linkedin.com/in/lwhitcomb](https://www.linkedin.com/in/lwhitcomb)

### CANDIDATE FOR FINANCIAL ANALYST & BUSINESS DEVELOPMENT ROLES

DATA SYNTHESIS AND REPORTING | PROJECT MANAGEMENT | INNOVATIVE LEADERSHIP

LIKE ALBERT EINSTEIN, *"I AM PASSIONATELY CURIOUS."*

- **Leverage a curiosity focused on the financial sector** with a passion for understanding complex economic challenges and working towards solutions.
- **Distinguished career history to date**, including multiple competitive internships; actively contributed to companies' growth in short- and long-term.
- **Cultivated an advanced quantitative foundation** handling complex financial and business matters, both in the classroom and via real-world roles.
- **Poised to excel immediately** in a role requiring an analytical, innovative, and collaborative approach to financial problem-solving.

#### Knowledge & Skills Profile

- Reporting & Analysis
- Budget Management
- Team Collaboration
- Market Analysis
- Business Development
- Account Penetration
- Strategic Planning
- MS Office; Advanced Excel Training



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## BUSINESS & FINANCE INTERNSHIP EXPERIENCE

**HOOK LAVENDER:** FINANCE & BUSINESS INTERN: NEW YORK, NY (Wholesale Internship for UK-based swimwear company) **Summer 2015**

**CHALLENGE:** Utilize financial knowledge to identify opportunities for business expansion (new accounts & marketing success).

**BUSINESS GROWTH:** Secured new accounts for luxury clothing brand looking to expand in USA by conducting market research, initiating contact with buyers, and arranging face-to-face meetings. **Ideated business plan that doubled account numbers in Q3 & Q4 2015.**

**PROJECT MANAGEMENT:** Orchestrated all details and logistics involved in planning major promotional event in Miami. Successful trunk show resulted in **20+ new clients** and **significantly increased public exposure.**

**MARKET RESEARCH, ANALYSIS & REPORTING:** Directed market research and compiled data for executive board presentation regarding company expansion to NYC. Utilized data to craft plan focused on **increasing customer satisfaction, tracking retailer success**, as well as **penetrating additional accounts** domestically and abroad.



**HILL CAPITAL:** FINANCE INTERN: London, UK (Private Equity Internship for top-tier real estate investment/management firm) **Fall 2014**

**CHALLENGE:** Leverage research and analysis skills to assist with business growth and overall company strategy.

**DATA REPORTING & STRATEGIC ANALYSIS:** Compiled comprehensive data in order to explore expansion of student housing market into multiple European cities. Conducted thorough research on student populations and competitors and crafted detailed report. Created database of student housing sales and acquisitions; presented all reports and findings to potential investors.

**BUSINESS PROCESS IMPROVEMENT:** Identified organizational need to **overhaul financial analytics strategy**; researched optimal tactics to ensure maximum productivity. **Discussed findings with C-Suite**; emphasized need for expanded insight and company flexibility.



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## EARLY CAREER

<b>OPTIMEDIA:</b> San Francisco, CA • <b>SENIOR DIRECTOR, ADVANCED INITIATIVES</b>	2000 – 2004
<b>SMARTMONEY MAGAZINE (DOW JONES &amp; CO. &amp; THE HEARST CO.):</b> San Francisco, CA • <b>NW SALES MANAGER</b>	1997 – 2000
<b>OUTSIDE MAGAZINE:</b> Multiple • <b>MIDWEST ADVERTISING DIRECTOR (CHICAGO) &amp; SALES MANAGER (SAN FRANCISCO)</b>	1993 – 1997
<b>RUNNING MAGAZINE (RODALE PRESS):</b> Chicago, IL • <b>MIDWEST SALES MANAGER</b>	1990 – 1992

## ADDITIONAL LEADERSHIP WORK AT GOOGLE

- **Specially selected to Google HOI (Head of Industry managers) Council 2014;** represent 170 managers within the Americas. Spearhead initiatives to help HOIs thrive and achieve higher levels of success.
- **Serve as Industry Evangelist Speaker** at client events; provide thought leadership on digital marketing and work extensively with innovative companies on crafting digital marketing strategies. Established connections with key execs.
  - Created and presented Zero Moment of Truth (ZMOT) talk; consistently received positive feedback.
- **Collaborated with team** on handling both business and personal needs **following sudden loss of team Director.** Coordinated memorial service, grief counseling, and co-management of vertical business.
  - Learned true importance of – and need for – support, focus, and leadership during challenging times.

## EDUCATION

**PEPPERDINE UNIVERSITY:** Malibu, CA • **MBA DEGREE IN MARKETING**

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**UNIVERSITY OF GEORGIA:** Athens, GA ■ **BA – POLITICAL SCIENCE**

2012

**PROFESSIONAL DEVELOPMENT:** Conference Attendee – GA Assoc. of School Committees Annual Conference (2012–2015)

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**GEORGIA STATE DEMOCRATIC COMMITTEE:** State Committeeman: 1st Hampden & Hampshire Dist.

2016 – Present

**JEWISH FEDERATION OF WESTERN GEORGIA:** Board Member

2016 – Present

**DEMOCRATIC MUNICIPAL OFFICIALS:** Member, Massachusetts Chapter

2013 – Present

**YOUNG ELECTED OFFICIALS NETWORK:** Member

2011 – Present

**MARIETTA DEMOCRATIC TOWN COMMITTEE:** Corresponding Secretary & Town Government Liaison

2011 – Present

**GEORGIA ASSOCIATION OF SCHOOL COMMITTEES:** Delegate

2011 – Present

**YMCA OF GREATER SPRINGFIELD:** Government Relations Committee

2013 – 2015

**MARIETTA HIGH SCHOOL POLITICS CLUB:** Advisor

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## TECHNOLOGY PROFICIENCIES

**IT PROFICIENCIES:** Mac OS • Google Docs • Microsoft Windows OS • Microsoft Office • Adobe CC

## ADDITIONAL RELEVANT INFORMATION

**PROFESSIONAL DEVELOPMENT:** Google Magic Academy • Coaching for Business Results • Data to Insight: Behold the Aha!

**VOLUNTEER WORK:** GoogleServe • Project Open Hand (San Francisco, CA)

**OF NOTE:** Study Music & Play Rock, Blues, Funk & Jazz Bass • Outdoor, Travel & Landscape Photography





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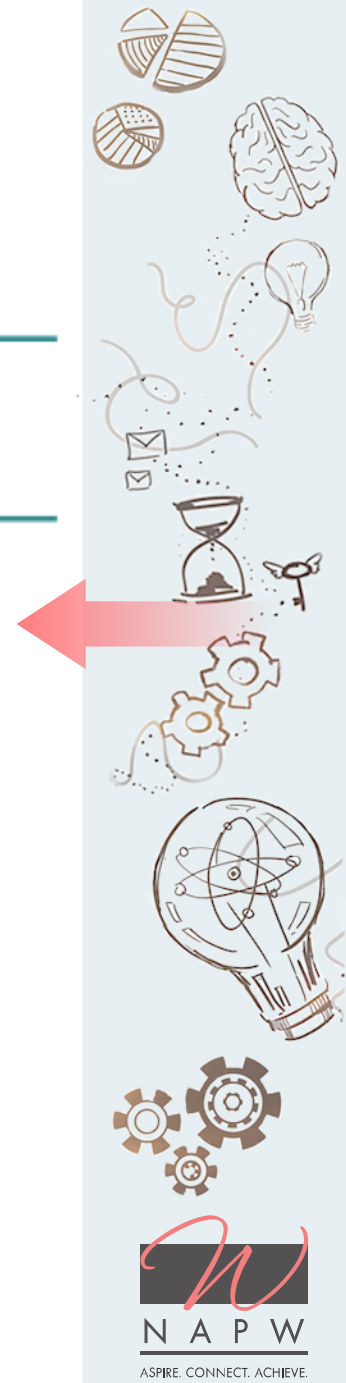
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## ADDITIONAL RELEVANT INFORMATION

**IT SKILLS:** MS Office (Excel, Word, PowerPoint, Outlook, Visio) ■ Oracle ■ ALA ■ Quality Management System RTO ■ CRM Software ■ Social Media Platforms

**LANGUAGE KNOWLEDGE:** English, Slovak, Czech (Fluent) ■ German (Intermediate)

**OF NOTE:** Former professional tennis player; was ranked #6 in home country

## SELECTED TESTIMONIALS

“Shaina is extremely reliable...[she] is process-oriented and always looks for improvement. She does not shy away from issues but rather looks at pragmatic and systematic solutions to solve them...I certainly recommend her to any employer looking for a professional logistics person.” – **R. Founou ■ Supply Chain Manager: EMEA ■ Boart Longyear (a client of Allyn International)**

“I consider Shaina to be a highly talented and well-balanced professional who is accustomed to work with and within international organizations. She possesses strong business acumen and excels in team formation...I believe her real asset is the natural drive for perfection and customer satisfaction...Shaina will be a sorely missed member of our team and a very hard asset to replace. – **D. Cox ■ Regional Distribution Manager: Europe & CIS ■ Boart Longyear (a client of Allyn International)**



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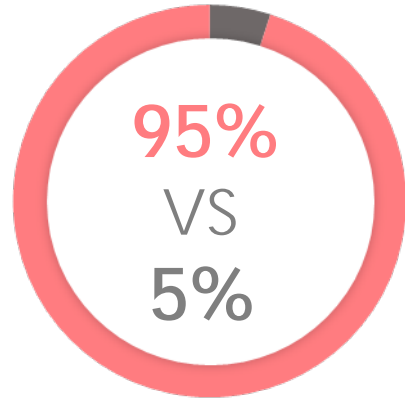


“Shaina is extremely reliable...[she] is process-oriented and always looks for improvement. She does not shy away from issues but rather looks at pragmatic and systematic solutions to solve them...I certainly recommend her to any employer looking for a professional logistics person.” – **R. Founou ■ Supply Chain Manager: EMEA ■ Boart Longyear (a client of Allyn International)**

“I consider Shaina to be a highly talented and well-balanced professional who is accustomed to work with and within international organizations. She possesses strong business acumen and excels in team formation...I believe her real asset is the natural drive for perfection and customer satisfaction...Shaina will be a sorely missed member of our team and a very hard asset to replace. – **D. Cox ■ Regional Distribution Manager: Europe & CIS ■ Boart Longyear (a client of Allyn International)**



# Cover Letters: Shifting Needs, Still Targeted



**RULE**

**The Formula** for  
Success...and  
Efficiency



## Cover Letters Vs. E-Notes

What's The Difference?  
/ When to Use Which  
One?

## Additional Notes:

Length? How in Depth?  
MORE Achievements?



ASPIRE. CONNECT. ACHIEVE.

# Cover Letters: Samples

**NANCY REESE**

**GLOBAL STRATEGIC  
MARKETING EXECUTIVE**

Miami, FL ■ [nancyreese@gmail.com](mailto:nancyreese@gmail.com) ■ +1.305.822.2736 ■ [linkedin.com/in/nancyreese](https://www.linkedin.com/in/nancyreese)  
**Facebook.com/nancyreese** ■ **Twitter:** @nancyreese ■ **Skype:** Nancy.Reese ■ **Instagram:** @NancyReese

June 16, 2017

[Contact Name]

[Title]

[Company Name]

[Address]

[City, State Zip]



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**Facebook.com/nancyreese** ■ **Twitter:** @nancyreese ■ **Skype:** Nancy.Reese ■ **Instagram:** @NancyReese

[Contact Name]

[Title]

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[Address]

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June 16, 2017





# Cover Letters: Samples

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**Facebook.com/nancyreese** ■ **Twitter:** @nancyreese ■ **Skype:** Nancy.Reese ■ **Instagram:** @NancyReese

June 16, 2017

[Contact Name]

[Title]

[Company Name]

[Address]

[City, State Zip]



# Cover Letters: Samples

Dear [CONTACT NAME]:

It is with a great deal of interest that I submit my resume for your [Name of Position] position. As a driven marketing professional, I possess immense abilities in brand management, program expansion, and integrated marketing strategies. With 10+ years of experience, I am confident that my background will make an immediate impact on your organization's success.

My ability to work as a team player, meet deadlines, and go the extra mile, together with my attention to detail, have contributed to my achievements in marketing. A few examples include:

- **As Marketing Director** at Harpur University, I launched 2 new Master's programs, **generating \$1M in new revenue and doubling student enrollment.**
- Also at Harpur, I **increased web traffic 300% and engagement metrics 100% while multiplying number of social media followers 10x.**
- **After a quick promotion to Strategic Planning Director** at A&E, I handled major accounts including Revlon, AT&T Wireless, SC Johnson, and Chevron, **bringing in \$1M+ of new business.**
- **During my tenure at NBC, I also spearheaded a successful sector diversification initiative** in the highly saturated telecom market that resulted in a **significantly higher increase in market share and brand performance.**



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# Final Thoughts: Putting it **All** Together

- 1 Identify What you (Realistically) Want, Align Docs
- 2 Strong Format, Tight Content
- 3 Consistency of Excellence
- 4 Focus on Achievements & Measureables
- 5 95% / 5% (Modify as Needed)
- 6 Evolving Documents



# LinkedIn Bonus: A Powerful Platform



**LINKEDIN:**  
Love It or Leave It?



**COMPARED TO RESUMES:**  
Duplicate or Resonate?



**BEYOND  
THE PROFILE...**  
How to Maximize  
LinkedIn

# Review:

## Quick Summary

- 1 **Overview:** New Age of Resumes & Cover Letters
- 2 **Brand YOU:** The Consistency of Excellence Principle
- 3 **Powerful Resumes:** Strategic & Targeted / Samples
- 4 **Effective Cover Letters:** Shifting Needs, Still Targeted
- 5 **Final Thoughts:** Putting it All Together  
Bonus Point
- 6 **Review & Questions**
- 7 **Where to Find Me**





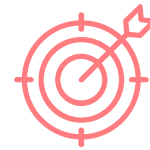
# Review & Questions



**Overview:**  
New Age of Resumes  
& Cover Letters



**Brand YOU:**  
The Consistency of  
Excellence Principle



**Resumes:**  
Powerful, Strategic &  
Targeted



**Cover Letters:**  
Shifting Needs, Still  
Targeted



# Where to Find Me



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



[emily@refreshyourstep.com](mailto:emily@refreshyourstep.com)



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



[facebook.com/refreshyourstep](https://www.facebook.com/refreshyourstep)



[twitter.com/refreshyourstep](https://twitter.com/refreshyourstep)

