

# Let's Eat, Grandma

## Resume, Cover Letter, and LinkedIn Samples

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*All names, contact information, and company names are fictitious and anonymized to protect the identity of each person (who consented for us to reproduce their samples). Any resemblance to actual persons, living or dead, or actual companies is purely coincidental.*

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# Pearl J. Sims

San Diego, CA 92123  
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(858) 201-2810  
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## TECHNICAL WRITER & EDUCATIONAL DEVELOPMENT SPECIALIST

*Technical Writing & Communication | Relationship Building | Education and Curriculum*

Experienced writer with over 20 years creating content and programs for publications, education, and education technology. Published author and freelance editor adept at building programs by using a Masters in Professional and Technical Communication and an applied understanding of the technology, research, and behavioral components behind strong communication.

**Technical Writing and Communication:** Interviewed top engineers and research scientists to produce writing samples, program instruction, and research papers (*American Institute of Technology*). Published textbook co-author (*Macmillan/McGraw-Hill*) and freelance editor for scientific and technical publications (*Undergrad- Mercer*).

**Relationship Building:** Managed accounts for up to 85 different schools in Georgia; in charge of establishing relationships, maintaining client satisfaction, and technically training each account (*Strive for Literacy and School Systems*).

**Education and Curriculum:** Formerly certified Middle School teacher with experience building curriculum and developing courses (*Metro LA California School Districts; American Institute of Technology*) and developing workshops and classroom modeling for two successful reading & literacy technology solutions (*Strive for Literacy and School Systems*).

## PROFESSIONAL EXPERIENCE

UNIVERSITY RESEARCH INSTITUTE, San Diego, CA

**Research Associate/ Technical Writer**

1997 – 2004

Part of a team of 6 writers who interviewed top engineers and research scientists to produce over 1500+ publications for the University Tech Research Institute, the nonprofit applied research arm of the American Institute of Technology. Created program materials and curriculum for various courses and policies.

- **Writing and Research:** Collaborated with research scientists in the Safety Health and Environmental Technology division to produce 15-20 writing samples and published articles each month.
- Authored and edited feature articles and technical reports about the Institute's research activities.
- Compiled, wrote, and edited grant proposals for the department.
- **Program Leadership:** Developed the presentations and instruction materials for International Standards (ISO) certification courses for university instructors.
- Authored training materials for occupational safety adherence laws (OSHA) for workers at an auto-repair shop.
- Developed a written tutorial for an online lesson-plan database for California schoolteachers.

STRIVE FOR LITERACY, San Diego, CA

**Curriculum & Implementation Manager** (Jan. 2017 – May 2018) | **Contracted Consultant** (June 2016- Dec 2017)

Provided account management for an educational technology which provides customized literacy instruction for two million students worldwide; helping students improve expected reading gains by 2-3 times in a single school year. Established and maintained program guidance to up to 85 schools in the region.

- **Program Leadership:** Led representatives in the California region to increase program success in each account.
- Developed customized instruction/curriculum and provided technical training and support for the software.
- Established relationships with teachers and administration; increasing satisfaction to 100% and retention by 90%.
- Monitored classroom reading data to help teachers and administrators make informed decisions.
- **Communication:** Trained over 100 schools in four weeks as part of a team of 20 other consultants.
- Presented daily through PowerPoint, hands-on tutorials, and through instructional journals on proper program use for each level of the school system-- teachers, department heads, administration, and district/board leaders.





SCHOOL SYSTEMS ADVANTAGE, Santa Barbara, CA

### Implementation Manager

2012 – 2015

Delivered high-quality professional development workshops, classroom modeling and individual action-based consulting sessions for teachers, school administrators, and district personnel for a Reading and Math literacy improvement technology. Account manager for 80+ schools in the California region; reporting to the regional VP for Implementation.

- **Communication & Presentation:** Crafted written and oral instruction for direct users (teachers and students); utilizing flowsheets, documents, PowerPoint, and written instructional guides.
- Monitored individual classroom data and student progress; presenting to users any action plans in response.
- Led weekly meetings to support other account managers, and reported monthly to management based on user acquisition, retention, satisfaction, student development, and recommendations for improvement.
- **Program Leadership:** Identified barriers to implementation alongside school teachers and district personnel and provide suggestions to resolve challenges.
- Established relationships with teachers and administration; increasing satisfaction and user retention by 120.
- Responded to all stakeholders' needs and requests and implemented strategies for the entire South East region.

PUBLIC, PRIVATE, AND ONLINE SCHOOLS, Santa Barbara, CA

### Middle Grades Teacher

1994 – 2012

Developed and delivered lessons based on California standards and district curriculum objectives for 4 schools over almost 2 decades. Instructed over 800 students in Language Arts (Reading/Writing), Math, Science, and Social Studies.

- Created, implemented, and evaluated daily curriculum plans to increase student achievement.
- Developed, administered, and scored assessments to evaluate student learning and progress.
- Created course material and other education supplemental materials to further classroom objectives.
- Prepared and maintained written documentation for district/state-mandated alternative learning programs—Special Education, Flexible Learning (FLP), and Response to Intervention (RTI).

## TECHNICAL SKILLS

**Writing and Editing**— Microsoft Office: Word and Excel (Highly Proficient), Google: Sheets and Docs, WordPress  
**Presentation and Graphics**— Microsoft PowerPoint, Keynote, Google Slides, Adobe: Acrobat, InDesign, Illustrator & Photoshop | **Education**— Strive for Literacy & School Systems Advantage (literacy and curriculum development), Adobe Spark Video, Google Classroom

## EDUCATIONAL QUALIFICATIONS

**Southern Polytechnic State University**, Marietta, GA

1997

Master of Science in Technical and Professional Communication

*Focus in Science*

**Mercer University**, Macon, GA

1994

Bachelor of Science in Middle Grades Education (Science and Math)

*Focus in Math and Science*

## WRITING EXPERIENCE AND QUALIFICATIONS

Textbook author; workbook and lesson plans for elementary level

Freelance editor for technical and scientific publications for a research lab

Technology grant editor, consultant, and panel member

Contracted writer for improving textbook standards State Board of Ed.

Certified California Educator (ELA, Math, Science, and Social Studies)

**Macmillan/McGraw-Hill (2002)**

**Mercer University**

**California Department of Education**

**California Department of Education**

**T-5, Middle School (1994-2016)**



# Pearl J. Sims

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(858) 201-2810  
[Linked in /in/pearljsims](#)

June 21, 2019

[Company Name]

[Company Address]

City, State ZIP Code

Dear Contact Name,

As an experienced writer with a strong focus in technical research and education, I am writing to express my interest in applying for the [Position Title] position at [Company], which I learned about through a job listing on [Source]. Based on my prior 20+ years of experience as an educator, education-technology account manager, freelance writer and editor, I believe I am highly qualified to deliver, support, and provide detailed writing and editing work for [Company]. Below are three characteristics that equipped me to be a great fit for the position:

- 1. I can digest highly technical subjects and relay them with ease.** At each junction in my writing career—I've dealt with communicating to every level of understanding. From the highly complicated: like at my undergraduate experience at Mercer, where I processed hundreds of data points for a food research lab and edited and proofread for a technical and scientific journal. At the American Institute of Technology, I interviewed hundreds of top engineers and researchers in order to co-author 1500+ writing pieces made for other research scientists (featured articles, writing samples, publications, training manuals, among many others). To the simple: I've co-authored workbooks and course material in textbooks for basic geometry. I've taken nationally adopted standards like ISO and OSHA and boiled them down for the workplace and for certification instruction. Whatever projects or information [Company] hands me, I will be able to understand my target audience communicate your message effectively.
- 2. Relationship-building is core to my success as a professional.** Most recently my career has given me the opportunity to manage school accounts for a cloud-based technology solution that improves lives through literacy. While both written and verbal communication have been key to my success, through things like creating presentations for each account, detailed instruction manuals, and hands-on tech demonstrations—I wouldn't have anyone to communicate with if I didn't build the relationships in the first place. Maintaining relationships at every level in school districts, from teachers to superintendents, helped me achieve consistent comments on being rated as engaging, professional, effective, and respectful. My clients appreciated the service I gave and the careful attention I showed them, which is something I will bring to [Company] and the people you serve. After all, writing is only as effective as the audience who understands and is engaged by it.
- 3. I am motivated by my mission to change lives through writing in education.** Beginning my career teaching in middle school (ELA, Math, Science, Social Studies) throughout several districts in the Metro Los Angeles, California Area, I strengthened my desire to empower children's lives through education. Additionally, I honed my knowledge of curriculum and course building through freelance editing work with the California Department of Education, instruction and course material creation at the American Institute of Technology, and in my recent vocation in helping schools improve literacy for reading levels Kinder through Grade 12.

I aim to advance my writing career in an environment where my skills add value to students' lives, and I can continue to learn and grow. My particular skill set will certainly add value to [Company], while allowing me to continue my development and training as an editor, and communicator. If you have time to chat by phone or email, my contact details are on my resume. Thanks for your time and consideration, and I look forward to hearing from you.

Best,

Pearl Sims



# Jason Seevers

(920) 470-0883 | [jason.seevers@hotmail.com](mailto:jason.seevers@hotmail.com) | 83 Cross St. Valders, Wisconsin (WI) | [Linked in](#) [/in/jason-m-seevers](#)

## ASSISTANT BRANCH FINANCE MANAGER

◆ Financial Analysis and Reporting ◆ Accounting ◆ Business Management ◆ Customer Service ◆ Leadership ◆

## EDUCATION

University of Wisconsin-Milwaukee  
Majors: Finance, Marketing

Aug 2013

## PROFESSIONAL EXPERIENCE

FREEDOM BANK, Milwaukee, WI

### Sales and Service Manager *Sept 2016 – Feb 2018*

Managed a staff of 7 at Milwaukee's leading bank, ranked 7<sup>th</sup> largest nationally. Directed the activities of staff to establish and maintain relationships with individuals and business customers. Responsible for the formulation, analysis, and presentation of data mandatory for accurate cost reporting. Reported directly to branch manager.

- Led, motivated, and scheduled a team of tellers, lead bankers, originations and collections employees.
- Directed the branch's workflow, overseeing and authorizing activities like loan origination and cash management.
- Reconciled cash flow balance by auditing teller reports and investigating any discrepancies each morning.
- Reported on costs controls, income generation, loan growth, and deposit growth monthly to monitor and contribute to the overall profitability of the branch.
- Increased sales through staff education of the bank's products and services; monitoring staff in cross-selling and product presentation compared to budgeted goals.
- Handled all major guest issues and requests, including loan/refinancing inquiries and fund discrepancies.

### Leadership Development Program *July 2014 – Sept 2016*

Chosen as 1 of 64 in country (only 3 in Wisconsin) for Freedom Bank's Management Training Program. The rotational program covered each facet of a branch; from teller, banker, business banker, and finally mentorship by upper management at several different locations.

- Resolved all complex and non-routine inquiries by customers concerning bank policy and operating procedures.
- Analyzed customer credit data and other related financial information to determine loan/refinancing eligibility.
- Developed safety protocol and routinized preventative measures to avoid branch robberies.
- Recruited at career fairs to attract student talent to join the program.

### Bank Teller *Dec 2013 – July 2014*

Handled all financial transactions (deposits, withdrawals, advances, loan payments, merchant transactions, etc.).

- Examined checks for endorsements and to verify other information such as dates, bank names, identification of the persons receiving payments and the legality of the documents.
- Performed the nightly cash drop (between 60 and 80 customer transactions); was the sole teller tasked with this.
- Achieved reported customer service quality scores of up to 95/100, rated across courteousness and knowledgeability/helpfulness.

## TECHNICAL SKILLS AND INTERESTS

**Accounting**— Oracle: Fusion Accounting Hub, SAP: Accounting and Financial Close | **Technical Programs**— Microsoft Office: Excel (Advanced), PowerPoint, Word, Outlook, macOS: Apple Operating System | **Shift Planning/Optimized Scheduling**— CloudCords, Verint Systems: Workflow Management | **Other**— Spanish (Basic Comprehension), Investing, Reading





# Jason Seevers

(920) 470-0883 | [jason.seevers@hotmail.com](mailto:jason.seevers@hotmail.com) | 83 Cross St. Valders, Wisconsin (WI) | [Linked in](#) [/in/jason-m-seevers](#)

## PROFESSIONAL EXPERIENCE

### BANK OF HEALTH SAVINGS, Milwaukee, WI

#### **Employer Support Coordinator** *August 2018 – Present*

Supports inbound call center and managing shared mailbox for employer groups (small business) questions including onboarding support with integration into health benefits platforms and additional servicing needs—such as brokerage account support, special investment inquiries, and researching IRS publications for qualified medical expenses.

- Investigates reports for employer groups on how they are making contributions to their health savings accounts.
- Analyzes client portfolio and their needs, and outlines the details and use of each client's respective programs.
- Adheres to a diligent corporate environment while providing support and keeping meticulous records of accounts.
- Creates and reviews reports which illustrate aggregate data and trends for their respective assigned relationships.

### FREEDOM BANK, Milwaukee, WI

#### **Sales and Service Manager** *Sept 2016 – Feb 2018*

Managed a staff of 7 at Milwaukee's leading bank, ranked 7<sup>th</sup> largest nationally. Directed the activities of staff to establish and maintain relationships with individuals and business customers. Responsible for the formulation, analysis, and presentation of data mandatory for accurate cost reporting. Reported directly to branch manager.

- Led, motivated, and scheduled a team of tellers, lead bankers, originations and collections employees.
- Directed the branch's workflow, overseeing and authorizing activities like loan origination and cash management.
- Reported on costs controls, income generation, loan growth, and deposit growth monthly to monitor and contribute to the overall profitability of the branch.
- Increased sales through staff education of the bank's products and services; monitoring staff in cross-selling and product presentation compared to budgeted goals.
- Handled all major guest issues and requests, including loan/refinancing inquiries and fund discrepancies.

#### **Leadership Development Program** *July 2014 – Sept 2016*

Chosen as 1 of 64 in country (only 3 in Wisconsin) for Freedom Bank's Management. Rotational program covered each facet of a branch; from teller, banker, business banker, and mentorship by upper management at several different locations.

- Analyzed customer credit data and other related financial information to determine loan/refinancing eligibility.
- Developed safety protocol and routinized preventative measures to avoid branch robberies.

#### **Bank Teller** *Dec 2013 – July 2014*

Provided customer deposit services at the Bank; including opening new accounts, explaining available products and services, servicing existing accounts, and gathering customer information to process new and existing accounts.

- Achieved reported customer service quality scores of up to 95/100, rated across courteousness and knowledgeability/helpfulness.
- Performed the nightly cash drop (between 60 and 80 customer transactions); was the sole teller tasked with this.

## EDUCATION

**University of Wisconsin-Milwaukee**  
Majors: Finance, Marketing

Aug 2013

## TECHNICAL SKILLS AND PROGRAMS

**Finance & Accounting**— Oracle: Fusion Accounting Hub, SAP: Accounting and Financial Close, TD Ameritrade & Devenir (investment platform) | **Customer Relationship Management**—Genesys, Identifi | **Business Solutions**— Microsoft Office Suite (Excel (Advanced), PowerPoint, Word, Outlook), Microsoft InfoPath | **Relational Database Management**— SQL Server Books, Portal (Lighthouse1), 1Cloud (WEX & Evolution1) | **Shift Planning/Optimized Scheduling**— CloudCords, Verint Systems: Workflow Management | **Other**— Spanish (Basic Comprehension), Investing



# Jason Seevers

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May 22, 2018

[Company Name]

[Company Address]

City, State ZIP Code

Dear Contact Name,

As an experienced Branch Finance Manager with a strong focus in accounting and financial leadership, I am writing to express my interest in applying for the [Position Title] position at [Company], which I learned about through a job listing on [Source]. Based on my experience working with Freedom Bank, I believe my expertise with business management in a hands-on setting paired with my passion for customer service present me as a well-prepared candidate for this position.

- **As a Sales and Service Manager**, I developed the leadership and business management skills necessary to excel in a position like [Position Title]. As the assistant to the Branch Manager, I supervise all daily operations and accounting activities for my branch. Additionally, I prepare much of the financial reporting necessary for making strategic decisions—including cash auditing, budgeting, costing, and revenue projections. This position perfectly prepares me with the financial accounting know-how necessary to understand the role and the leadership and customer-centric mindset to achieve objectives to improve the lives of the people [Company] serves.
- **In the Leadership Development Program**, I sharpened an in-depth knowledge of commercially processing—such as investigating and producing credit reports, processing loans, underwriting, growing revenue, and reporting on financial health. Here I received mentorship from upper management that helped promote me into the astute leader that I am. Ascending through the program has given me the opportunity to foster a strong sense of leadership, diligence, and financial acumen that set me on the path I am on today—the same skills that will help me be someone on your team who can motivate others to exceed customer expectations and outperform competing firms.
- **[Position Title] demands a high-level competency in customer focus**, which I have demonstrated through my job trajectory. Starting my career as a Bank Teller honed my strong banking services knowledge and my unfailing desire and care for great customer service. Additionally, it demonstrates my professional goals for consistent personal innovation, relationship building, and autonomy (through solo night auditing).

I'm passionate about my work in branch management, accounting processes, and customer relations. Furthermore, I'm looking to be challenged in a new role where I can leverage my financial budgeting experience and expertise in a new environment; where I can continue to expand my skillset and excel as a [Position Title] at [Company].

Please feel free to contact me via e-mail with questions or for further information. Thanks for your time and consideration, and I look forward to hearing from you.

Sincerely,

Jason Seevers



## THE COLD EMAIL APPROACH

### The message [formal; direct approach]

*I would use this one actual recruiters/ talent acquisition professional in your network, especially if you know that a posting exists. These people probably want your cold email. Their job depends on the value you can provide as a professional from an HR perspective. This message is a little more direct, assertive, and detailed.*

**Subject:** Experienced finance professional interested in potential opportunities

**Message:** Dear [contact name],

My name is Jason Seevers, I'm an experienced assistant branch manager from Milwaukee with a background in banking [if banking is not a part of the picture – leave this out. Perhaps say include another substitute like **customer service**]. I'm reaching out because I was looking at your LinkedIn profile and was inspired by [something that piqued *your* interest]/I was doing research on your company and was inspired by [something that actually inspires you].

I am passionate about serving people, and doing so by leveraging my fiscal competence has always been a part of the big picture for me. After receiving my degrees in Finance and Marketing in 2013, I used my numbers background to grow business for banks at the branch level. I have my hand in almost every facet of the branch operations—from financial analysis and accurate reporting, to hiring, managing, and maintaining the team that makes us a successful business.

I'd love the opportunity to spend 20 minutes with you to discuss any possible openings at your company, or to just learn more about your organization's unique approach to finance. I've attached my resume as a PDF in case you would like to know more about my professional history.

Best,  
Jason Seevers

~Continued~



### Jason LinkedIn Summary

I am an experienced Branch Finance Manager with a strong focus in accounting and financial leadership in the banking industry. My expertise with business management in a hands-on setting paired with my passion for customer service allows me to build and motivate teams that surpass goals and consistently satisfy customers. My past experiences include:

- As a Sales and Service Manager, I developed the leadership and business management skills I honed throughout my career. As the assistant to the Branch Manager, I supervise all daily operations and accounting activities for my branch. This position prepares me with the financial accounting know-how necessary to understand leadership and the customer-centric mindset needed to achieve objectives to improve the lives of the people I serve.
- In the Leadership Development Program, I sharpened an in-depth knowledge of commercially processing—such as investigating and producing credit reports, processing loans, underwriting, growing revenue, and reporting on financial health. Here I received mentorship from upper management that helped promote me into the astute leader that I am. Ascending through the program has given me the opportunity to foster a strong sense of leadership, diligence, and financial acumen that set me on the path I am on today.
- I have demonstrated a high-level competency in customer focus, which is supported by my job trajectory. Starting my career as a Bank Teller honed my strong banking services knowledge and my unfailing desire and care for great customer service. Additionally, it demonstrates my professional goals for consistent personal innovation, relationship building, and autonomy.

I'm passionate about my work in branch management, accounting processes, and customer relations.

If you would like to connect or know more about my story, please send me an InMail message or email me at [jason.seevers@hotmail.com](mailto:jason.seevers@hotmail.com).

# DOUGLAS CASTRO

## BUSINESS OPERATIONS MANAGER

Fort Myers, FL | 239.848.6168 | [douglasraycastro@gmail.com](mailto:douglasraycastro@gmail.com) | [www.linkedin.com/in/ray-castro](http://www.linkedin.com/in/ray-castro)

### SUMMARY

***Experienced and proven Business Operations Manager with 6+ years' experience providing insight and support by developing, applying, and implementing high-impact solutions that improve processes, procedures and overall results.***

### EDUCATIONAL QUALIFICATIONS

<b>UNIVERSITY OF CAMBRIDGE</b>	<b>Expected Graduation 2020</b>
Master of Operations and Supply Chain Management	
<b>TECHNICAL UNIVERSITY OF BERLIN</b>	<b>2018</b>
Six Sigma Yellow Belt	
<b>UNIVERSITY OF FLORIDA</b>	<b>2011</b>
Certificate of Completion: Alternative Energy – Solar and Wind Energy	
<b>UNIVERSITY OF TECHNOLOGY, FT. MYERS</b>	<b>2010</b>
Bachelor of Business Management and Administration: Production and Operations Management   Minor: Banking and Financial Services	

### RELEVANT SKILLS & AREAS OF EXPERTISE

Quality Assurance | Microsoft Office Suite | Lean Management | Project Management | Continuous Improvement | Human Resource Management | Change Management | Microsoft Project | Microsoft Visio | Information Technology |

### WORK EXPERIENCE

**RENEWABLE ENERGY AND POWER CO. (FT. MYERS, FL) | General Manager | 2015 – Present**

*Project manager overseeing the implementation of energy efficiency systems for high-value customers. Manage a team of 50 full-time employees and multiple subcontractor teams averaging 25 persons/team.*

- Responsible for implementing multiple systems valued over \$150,000 and completing multiple projects managing over \$5.6M
- Increased YOY revenue 35% by implementing data collection for KPI metrics
- Supervised and coordinated the execution of Energy Audits and Lighting Efficiency Projects
- Facilitated the implementation of organizational policies and protocols for Job Management, Accounting, Inventory Control and Human Resource Management
- Improved business operations by implementing sound strategies which increased and sustained profitability
- Successfully increased employee morale by using effective leadership and motivation strategies like team building initiatives
- Implemented annual staff training schedule for Field Technicians to maintain industry standards in safety and technical competence
- Continuously monitor the management of motor vehicle fleet to minimize vehicle-related expenses

# DOUGLAS CASTRO

## BUSINESS OPERATIONS MANAGER

Fort Myers, FL | 239.848.6168 | [douglasraycastro@gmail.com](mailto:douglasraycastro@gmail.com) | [www.linkedin.com/in/ray-castro](http://www.linkedin.com/in/ray-castro)

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### RENEWABLE ENERGY AND POWER CO. (FT. MYERS, FL) | Business Development Manager | 2012 – 2015

*Contacted potential clients to establish rapport and arrange meetings. Planned and oversaw new marketing initiatives. Researched organizations and individuals to find new opportunities.*

- Spearheaded the opening of subsidiary company, Anything Solar
- Created marketing strategies to generate over \$30M in revenue per quarter
- Developed new business relationships with suppliers and effectively negotiated favorable procurement terms
- Improved quotation processes increasing customer response time by 60%

### RENEWABLE ENERGY AND POWER CO. (FT. MYERS, FL) | Energy Auditor & Energy Consultant | 2010 – 2012

*Examined energy usage, including appliances, heating and cooling systems, and electronics and lighting. Promoted current opportunities for agencies to receive rebates or program upgrades.*

- Created Energy Audit templates improving the accuracy of tabulated energy consumption and savings
- Team lead for the Energy Efficiency and Conservation Technical Assistance (EECTA) project for the Ministry of Science, Technology, Energy and Mining
- Documented and analyzed electrical consumption for over 36 Government of Florida institutions

### HARDWARE AND ENGINEERING LTD. | Point of Sale Consultant & Hardware Engineer | 2004 – 2008

*Responsible for the hardware configuration of all systems. Updated systems by improving the components, layout and design of systems for increased efficiency.*

- Responsible for terminal repair and software programming for VeriFone Omni 3200 and 3700 systems
- Acquired advanced knowledge on VeriFone Ruby SuperSystem Point of Sale
- Datamax Envoy Back Office Support and VeriFone Ruby inventory management setup and support for Esso Standard Oils, S.A., Florida (now TOTAL Florida)





# Christopher C. Wilson

New Haven, CT | (203) 286 - 8460 | [chrisophercwilson@teleworm.us](mailto:chrisophercwilson@teleworm.us) | [in /in/christopher-wilson](https://www.linkedin.com/in/christopher-wilson)

## EXECUTIVE PROFILE: CHIEF REVENUE OFFICER

*Revenue Growth | Organizational Leadership | Sales, Marketing & Customer Relationship Management*

**Leader in positioning companies for dynamic change and profitable expansion.** Distinguished 15-year career marked by large-scale contributions to bottom and top line revenue and sparked by developing process improvements on both the business and sales sides. Noted throughout career for implementing innovative revenue streams, directing corporate strategy from all levels of the organization, and building sales teams.

## PROFESSIONAL EXPERIENCE

### EDUCATION PREP ONLINE • PERFORMANCE OVERVIEW

[Mar 2013 – Apr 2018] [www.edupreponline.org](http://www.edupreponline.org)

**Chief Revenue Officer**— New Haven, CT

Managed the P&L and a \$90 million book for a private educational service provider.

**Key Initiative:** Grew top line revenue from \$65 million to \$90 million; achieving double-digit growth 3 out of 5 years.

- **Revenue Growth: Updated the revenue model and delivered over \$3 million in year one.** Authored, pitched, and launched the current “Service as Consulting” model in 2017 to generate revenue year-round.
  - Uncovered new target demographics, emerging markets & product segments that contributed to long-term growth.
  - Employed market segmentation analysis and developed key criteria for qualifying high-value customers.
- **Organizational Leadership: Developed and aligned a multiyear strategic roadmap** by collaborating with the senior executive team and establishing and outperforming key performance indicators.
  - Led an organizational change and restructuring by managing a corporate re-branding in 2013.
  - Liaised with private equity stakeholders by representing the development group on the M&A team and board meetings.
  - Hired and managed a team of 15+ senior-level and per diem employees consisting of vice presidents, directors, Ph.D. level consultants, lobbyists, and related contractors.
- **Sales, Marketing & CRM: Installed and managed sales, marketing, and government relations groups.**
  - Decreased the sales cycle from 36 to 12 months by introducing the 2014 consulting model.
  - Developed a sales & marketing strategy for current and new territories, focusing on sustainable expansion.
  - Maintained a 92%+ customer renewal rate year over year by managing post-customer feedback and follow up.

### AMERICAN BOOK PUBLISHING • PERFORMANCE OVERVIEW

[Jan 2011 – Mar 2013] [www.amb.com](http://www.amb.com)

**Vice President, Sales & Marketing West Region**— Dallas, Texas

Managed the P&L and a \$145 million book within a 12-state region for an educational and trade publisher.

**Key Initiative:** Reached top performing sales region in 2011 by expanding new revenue streams.

- **Revenue Growth: Expanded into new markets and developed products.**
  - Coached the sales team by modeling ideal cross-functional selling which drove revenue and grew market share.
- **Sales, Marketing & CRM: Led a seasoned team of over 120+ regional sales managers, marketing professionals, training/implementation consultants, and field sales representatives** through a difficult market transition and ongoing business realignment.
  - Developed marketing campaigns targeting non-traditional clientele which augmented revenue streams.
  - Provided guidance on new product development and market trends. Managed training/implementation, customer success, retention, and renewals. Lead teams of lobbyists and field related resources as necessary.
  - Trimmed regional marketing costs by 24% and exceeded the Q1 and Q2 goal in 2013 by achieving a 130% EOQ.

[Sep 2009 – Dec 2010]

**Vice President, Enterprise Solutions—National** (*American Book Publishing*)

Identified, structured and executed multimillion-dollar, technology-rich enterprise sales in the top 100+ school districts and state departments of education. Managed regional teams comprised of Regional Vice Presidents, Channel Presidents, and regional managers.

**Key Initiative:** Disrupted traditional business model (print, textbook adoptions, categorical funding) and introduced an integrated enterprise solutions sales process.

- **Drove cross-functional, strategic sales** by collaborating with CEO, CFO, and other executive leadership members.
- **Introduced innovative solutions consisting of enterprise technology platforms, services, and content** by consulting with Superintendent, CEO, CTO and related executive level private/public industry leaders.
- **Interfaced with a team of lobbyists across the country as well as state and federal government officials** to champion industry innovation, remain abreast of legislation and provide industry perspective.

## PRIOR PROFESSIONAL EXPERIENCE

### Regional Sales Manager, Texas & Southeast U.S. Region [Jan 2009 – Sep 2009]

*Hardcover Publishing* [www.hardcoverpublishing.com](http://www.hardcoverpublishing.com)

- **Oversaw formative assessment/technology platform expansion across 13 states** in the southern region. Recruited, hired, and managed a team of six senior account executives.
- **Achieved 105% of sales goal by overseeing sales and implementation/training** for technology platform products within the territory. Managed the combined \$11 million sales goal for all sales reps and the account management team.
- **Identified and closed the single largest assessment deal** of \$500 thousand in year one. Additionally, helped win a multi-year and statewide Catholic diocese assessment contract of \$2 million annually.
- **Helped lead national expansion of a newly acquired company, growing revenue by 20% in year one.**
- **Closed single largest formative assessment deal in 2008** of \$350 thousand annually.
- **Developed and managed territory sales and marketing plans.**
  - Executed customer training, implementation, and renewals.
  - Designed and implemented cross-divisional marketing plans, which aligned extant product portfolio to critical areas.

### National Director, Teaching and Learning Initiatives, Dallas, Texas [2004 – 2008]

*Ed-Tech Solutions Co.* [www.harcourt.com](http://www.harcourt.com)

- **Met \$1 million individual sales quota** by serving as lead sales and implementation manager on all strategic accounts.
  - Acquired revenue producing relationships with strategic leaders and executive level teams within the Department of Education's large urban districts and related organizations.
  - **Won second-largest custom online deal in company history:** Department of Defense Education Activity Special Education Project (\$1 million).
- **Served on due diligence/M&A team** for three new company acquisitions. One of which delivered a 99% customer renewal rate year over year.
- **Co-managed a team of eight regional sales directors.** Developed sales, marketing, and training/implementation plans for current and newly acquired products. Generated all key proposals and contracts.

## EDUCATIONAL QUALIFICATIONS & CERTIFICATIONS

University of Houston, Houston, TX 1998  
Master of Education in Instructional Specialist/Educational Technology

University of Houston, Houston, TX 1995  
Bachelor of Arts in Political Science & Business Administration

Licensed Real Estate Sales Agent: #774399

Executive Education: *Optimizing Strategic Growth*

Lifetime Texas Teacher Certification *Bilingual/ESL/Early Childhood*

Texas Real Estate Commission (2018)

Ross School of Business; Michigan University (2014)

Texas Education Agency (1996)

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# Christopher C. Wilson

New Haven, CT | (203) 286 - 8460 | [christophercwilson@teleworm.us](mailto:christophercwilson@teleworm.us) | [in /in/christopher-wilson](https://www.linkedin.com/in/christopher-wilson)

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June 26, 2019

Dear **Contact Name**,

As an innovative and experienced leader with a strong focus on sales and building revenue, I am writing to express my interest in applying for the **[Position Title]** position at **[Company]**. Based on my prior 15+ years of experience growing businesses in the education technology industry— I believe I am highly qualified to take **[Company]** to the next level. Below are two qualities that prepare me to do so:

- 1. My disruptive thinking will break the mold.** What new product can be developed or market expanded into to take **[Company]** to an unprecedented stage of growth? A *good* CRO is a data-driven leader with an exceptional understanding of consumers. However, data can only serve to inform decisions. An *outstanding* CRO looks at every market as an opportunity and uses innovative solutions to bridge the gap where no one thought possible (while still using data and sales to support this). In every role I've held for the past 15 years, I have demonstrated this approach. Notably, at Education Prep Online, I increased revenue by \$3 million in year one. I was initially only hired to build and lead a sales and marketing team, and introduce a brand-new customer relationship management program. Meanwhile, I noted that the primary challenge to be overcome was actually in the extraordinary length of the sales cycle (faced by many education services providers). The data I observed: A revenue curve which allowed accounts to be closed May through July which resulted in a hurting cash flow. My Disruptive Solution: Rewiring the core operation to expand beyond servicing schools during the academic year— into using existing company talent to consult to educational agencies year-round.
- 2. My ability to adapt within any organization makes me an effective leader.** Adaptability and malleability within teams is my driving philosophy behind leadership. In order to develop this philosophy, I have been a seasoned C-Suite executive in my most recent three positions, and observed the dynamics of an organization from the highest level. I learned to focus on my sole task defined by the position simultaneously being accountable to the company's overarching goals. I did this by maintaining an awareness of each and every departments' contributions to those goals, and my impact on their activities. Additionally, I have seen every level of leadership, from school superintendent to account manager and beyond. I have worked with every organizational size, from small startups to multinational, multimillion-dollar corporations. I will be a dedicated **[Position Title]**, but I will always be flexible enough to recognize that each department, no matter how different, comprises my team.

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the **[Position Title]** role at **[Company]**. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented revenue leadership, which I believe will be of great value to a dynamic organization like **[Company]**.

If you have time to chat by phone or email, my contact details are listed here and on my resume. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Christopher Wilson





# LinkedIn Proposed Changes

## Summary:

I have a dedicated 15+ year career track of positioning companies for dynamic change and profitable expansion through my executive leadership. My impact on a company includes large-scale contributions to both bottom and top-line revenue—from startups to multi-million dollar and international corporations. My three missions for any company have been in implementing innovative revenue streams, directing corporate strategy from all levels of the organization, and building sales teams.

- Driving revenue growth: I've led double-digit, multi-million-dollar growth through business model development. I pride myself on thinking creatively and disrupting the status quo to achieve real growth for a company.
- Leading an organization: I am a firm believer that a true leader carries the respect behind not only the title—but also behind a person's experience, charismatic guidance, business insight, and sound decision making. I have led organizations from the corporate and strategic level for over six of my most recent companies, from regional to national & international. I strive to build and navigate an adaptable team environment—creating attainable goals and effective workplace politics for my teams.
- Building sales, marketing, and managing customer relationships: My professional philosophy is that everything in life can be boiled down to sales. In every position I've held, I have surpassed sales goals (up to and exceeding \$10 million) through managing traditional partner & account acquisition, facilitating post-sale customer relationships, and building teams in both sales and marketing. Despite this, my ultimate goal is to focus on the person and not the product—focusing on customer success and retention to establish a culture of keeping every customer acquired for the long run.

If you would like to connect or know more about my story, please send me an InMail message or email me at [christopherwilson@teleworm.us](mailto:christopherwilson@teleworm.us).

## Headline:

C-level Executive | Building businesses and driving revenue growth

Experience: [omitted in sample]

## Skills:

*Add:*

- Salesforce Customer Relationship Management
- Social Media Marketing
- Search Engine Optimization (SEO)
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe Creative Suite (Photoshop, Illustrator)

*Removed:* Those skills and interests which were primarily associated with tasks from your previous career.

## Other:

I am a senior executive with depth and breadth in my experience. I appreciate interesting challenges and looking at creative solutions for growth. I am looking for the right company, culture, and product—either managing market share in a large organization or building a small startup.

- *Added career interests, and changed status to "open to opportunities"*

# Robert Echevarria

Thousand Palms, CA | [beto@stg.com](mailto:beto@stg.com) | [in /in/betoechevarria](https://www.linkedin.com/in/betoechevarria)

## EXECUTIVE PROFILE: CHIEF EXECUTIVE OFFICER

*Innovative Revenue Growth | Organizational Leadership | Sales Leadership*

**Leader in positioning companies for dynamic change and profitable expansion.** Distinguished 30-year career marked by large-scale contributions to both bottom and top line revenue and sparked by developing process improvements on both the business and sales sides. Noted throughout career for implementing innovative revenue streams, directing corporate strategy from all levels of the organization, and building sales teams.

## PROFESSIONAL EXPERIENCE

### SHIP-IT TECHNOLOGIES GROUP, INC • PERFORMANCE OVERVIEW

[1996 – Present] [www.shippittechgroup.com](http://www.shippittechgroup.com)

#### **President, Chief Executive & Chief Revenue Officer—** Thousand Palms, CA

Co-founded and managed the P&L and \$6.5 million annual revenue for an international technology company with over 140 employees. Created and implemented the company's vision, mission, and overall direction. As CRO, defined the revenue and the business strategy, while managing the main business relationships with partners and clients. *Ship-IT develops software and applications essential to the business operations (mission-critical enterprise) of global companies with substantial logistics and supply chain operations – Manufacturing, Shipping, and Transportation industries. Named top 100 Logistics IT companies 2013 – 2018.*

**Key Initiative:** Developed the most mission-critical traceability application for the 3<sup>rd</sup> largest importer in the U.S., Food Inc., to have visibility from the farm to the shelf. Also cutting expenses by \$6 million in just 2 years and brought the company into compliance on the Food Safety Act.

- **Innovative Revenue Growth:** Built global systems by leading product development for the Innovation Lab for SaaS, IaaS and PaaS applications—leading to process improvements for clients' vital operations.
  - Provided the vision and leadership to an executive board and assisted technical leadership in order to implement intelligent systems which incorporated new technology, such as cloud, mobile, predictive analytics, application modernization, and agile processes.
  - Drove multiple initiatives, such as restructuring the organizational model, which improved the company's profitability.
- **Organizational Leadership:** Developed and aligned a multiyear strategic roadmap by collaborating with the senior executive team and establishing and outperforming key performance indicators.
  - Grew the company from 5 employees to over 140 across two continents while bootstrapped. Pioneered nearshoring for IT logistics companies for software development needs, running strict standards for the wholly owned subsidiary.
  - Championed change, transitioning company from a staff augmentation company to a digitation “mobile-first” model.
- **Sales Leadership:** Executive leader of sales, acquired new and managed existing companies, leading to over 50+ large clients. Responsible for establishing growth strategies and leading the alignment/optimization of marketing, business development, sales, and client success to deliver a customer and employee experience that inspires growth.
  - Oversee all client-facing departments including Field/Inside Sales, Client Success, and Lead Generation
  - Developed a strategy which focused on ROI selling methodology. Increased client base and formed revenue-generating relationships. Formed alliances with Microsoft Gold and IBM business partners.
  - Instituted pipeline management: installed a new CRM, strengthened branding, and built lead generation campaigns.
  - *Notable Accounts:* Food Inc., Tim's HSOV (7th largest ocean carrier in the world), BWG Group (world's largest ship services group), and Armin Logistics (top 5 global logistics company with 12 thousand transport orders per day).

## EDUCATIONAL QUALIFICATIONS & SKILLS

University of Florida, Gainesville, Florida, 1977

*Incomplete Degree:* **Business Marketing**

Santa Fe College, Gainesville, Florida, 1994 - 1997

**Associate of Arts in Business**

Industry Growth Stages • P&L • Customer Experience • Customer Relationship Management • User Interface/User Experience Design (UI/UX) • Business Intelligence & Key Performance Indicator Analytics • Microsoft Power BI & Excel Power Suite • Consultative Sales and Digital Sales Playbook Methodologies • SaaS Metrics

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# Robert Echevarria

Thousand Palms, CA | [beto@tsi.com](mailto:beto@tsi.com) | [in /in/betoechevarria](https://www.linkedin.com/in/betoechevarria)

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June 21, 2019

Dear **Contact Name**,

As an innovative and experienced leader with a strong focus on sales and building revenue, I am writing to express my interest in applying for the **[Position Title]** position at **[Company]**. Based on my prior 30+ years of experience growing businesses and leading sales teams— I believe I am highly qualified to take **[Company]** to the next level. Below are three qualities that prepare me to do so:

1. **My disruptive thinking will break the mold.** An *outstanding* CRO to fill this role looks at every market as an opportunity and uses innovative solutions to bridge the gap where no one thought possible, using data and sales to support this. I demonstrated this approach while building an international technology empire, Ship-IT Technologies Group. At every junction of a 20-year-old technology company, you have to change and adapt to the evolving market and technologies, like we did, or face extinction. When mobile phones first began to change the way the world does business, we released a mobile-first designed platform to dominate the market and digitize the landscape. Clients began to demand and expect our business to change as fast as the world was changing? We introduced cloud, mobile, predictive analytics, application modernization and agile processes to test and implement only things that the customer wanted. It was only through data analytics and persistent vision that I made this happen. This vision has allowed me the capacity to make confident, creative, and correct decisions which will impact **[Company]**.
2. **Building lasting relationships and a culture of trust makes me an effective leader.** The driving principle behind my leadership is in the way I build relationships. Building trust through consistent support and total transparency. The same trust that helped me acquire some of the largest 50 forces in the Manufacturing, Shipping, and Transportation industries is the same trust that helped me lead 140 employees to believe in our mission and champion for the client. I will bring this ability to build relationships for **[Company]**, both client-side and within the organization.
3. **My intimate knowledge of sales and customer experience will drive growth.** Customer retention is the glue between sales, marketing, ownership, and product. At Ship-IT, while innovation and product/engineering were at the forefront of our mind, I still made it a point to take ownership of customer experience metrics, even implementing a Net Promoter Score — and in doing so I made it known that I wouldn't let any serious concern of my clients to go unnoticed. I will strive, in every way possible, to establish a culture of keeping every customer you acquire for the long run.

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the **[Position Title]** role at **[Company]**. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented sales leadership, which I believe will be of great value to a dynamic organization like **[Company]**.

If you have time to chat by phone or email, my contact details are listed here and on my resume. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Beto Echevarria





## THE COLD EMAIL APPROACH TO GETTING INTERVIEWS

### ◆ JOB NETWORKING IN A DIGITAL AGE ◆

1/30/2019

*Custom instructions and sample messages for Beto Echevarria*

#### GETTING THE RIGHT PEOPLE ENGAGED

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Keep in mind, Beto, that who you send the email to is equally as important as the content. The right message in the wrong hands will be useless.

[REDACTED]

[REDACTED]

[REDACTED]

I also feel like your personality matches the guest speaker here—and since he works with senior leadership clients, let me know if you want me to connect you two: **#16) How to Build a Winning Networking Strategy | LinkedIn, Events, and Building Authentic Human Connections | Al Robinette** (Links: [Computer](#), [iTunes](#), [Spotify](#), [Google Play](#)).

#### CRAFTING THE MESSAGE

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Below I've crafted something that is short, specific and should pique recruiter interest.

[REDACTED]

This is why it's pretty important to keep the 'ask' low in the initial stages of this, as I said earlier.

#### THE MESSAGE [INFORMAL; INDIRECT APPROACH]:

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*I would use this for people who aren't necessarily spending 50 hours a week scouting out candidates to join their organization. These are influential people in your target market who can push you in the right direction (or perhaps get you in the door). The indirect approach will have a seemingly very low 'ask'—and not burden anyone whose direct role is not interviewing and hiring. If they are in your area...leave the coffee part in if you are feeling bold—pun intended. This message is short, humble, and should seek to engage.*

##### Subject:

Chief Revenue Officer seeking industry advice

##### Message:

Dear [Mr./Ms./Mrs./Title][Surname],

~Continued~

I'm a C-level sales executive from Thousand Palms, CA with a background in using software with logistics and supply chain operations. I'm reaching out because I was looking at your LinkedIn profile and was quite inspired by [something that piqued *your* interest].

The three core tenets of what drove my professional development in this industry have been in building relationships, creative product innovation, and sales program expansion. While these qualities have driven success in my career thus far, I firmly believe that there is always room for growth and further development.

I'd love the opportunity to spend some time learning more about your own unique approach to sales leadership<sup>1</sup>. Please let me know if I could grab a quick phone call or even buy you a cup of coffee near the Thousand Palms area sometime this week.

I look forward to hearing from you.

Sincerely,  
Beto Echevarria

#### **THE MESSAGE [FORMAL; DIRECT APPROACH]**

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*I would use this one actual recruiters/talent acquisition professional in your network, especially if you know that a posting exists. These people probably **want** your cold email. Their job depends on the value you can provide as a professional. This message is a little more direct, assertive, and detailed.*

#### **Subject:**

Chief Revenue Officer interested in potential opportunities

#### **Message:**

Dear [Mr./Ms./Mrs./Title][Surname],

I'm an experienced Chief Revenue Officer from Thousand Palms with a background in both scaling products/teams and leading large organizations. I'm reaching out because I was doing research on your company and was inspired by [something that **actually** inspires you].

I have been noted throughout my career for implementing innovative revenue streams, directing corporate strategy from all levels of the organization, and building effective sales teams.

I'd love the opportunity to spend 20 minutes with you to discuss any possible openings at your company, or to just learn more about your organization's unique approach to executive sales leadership. I've attached my resume as a PDF in case you would like to know more about my professional history.

Sincerely,  
Beto Echevarria

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<sup>1</sup> Try to have a more specific 'advice ask' if at all possible. [REDACTED]

**Examples:** "I'd love to find out how you transitioned from owning your own venture to working for a corporation."  
"... I'm interested in seeing how you benchmark and utilize SaaS metrics to be a better sales leader for your company."

[REDACTED]



## THE THANK YOU NOTE

**“No one who achieves success does so without the help of others. The wise and confident acknowledge this help with gratitude.” —Alfred North Whitehead**

1/30/2019

*Custom instructions and sample messages for Beto Echevarria*

### WHEN TO SEND THE MESSAGE?

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I recommend using this after **every** interview – and after each “advice conversation” you have with a professional. The key is to establish even more rapport and show gratitude for the time spent on you.

### WHY SEND THE MESSAGE?

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A good thank you note can push people over the edge if you were ever in the gray area of yes/no. A good thank you also can remind a busy person to consider you for the position. The Let's Eat, Grandma team has talked to COUNTLESS professionals in charge of hiring (corporate recruiters, hiring managers, HR professionals, and even executives) who have told us that a good thank you note is not only a required—but has the ability to influence their impression of the candidate greatly.

Don't forget to **send, send, send!**

I tend to suggest



### THE MESSAGE [AFTER AN INFORMAL CONVERSATION]

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*Use this if the context of the discussion was more informal and if discussing whether you would be the right fit for a certain role wasn't a major part of the discussion (e.g. the indirect approach of asking someone for advice). This approach is sometimes called an “informational interview”.*

#### Subject:

Follow up from our conversation on [Day of advice call]

#### Message:

Hello [Mr./Ms./Mrs./Title][Surname],

It was my absolute pleasure meeting with you on [Day of the conversation]. I really appreciated the opportunity to learn more about [Company Name] and hearing about your personal experiences with the company. It inspired me to pursue my career even more than I already have in the past.

I enjoyed finding someone else who [mention "connection"]<sup>1</sup> I am confident your advice will help me hone my understanding of the [Client's Industry] industry and help me improve any organization I join. I am

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<sup>1</sup> Reference the “connection” you may have made. This will help them remember who you are especially if they spoke to several people either before or after you.

**Examples:** “worked with the Shipping and Transportation industries.”  
“... has familiarity with building IT solutions for logistics companies.”



inspired to bring a willingness and commitment to learn all aspects of what it takes to be a part of an organization such as yours.

Please let me know if there is anything I can do in return for your advice. Thank you, once again.

Sincerely,

Beto Echevarria

### **THE MESSAGE [AFTER AN INTERVIEW]**

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*Use this after every interview, or after a formal discussion where you joining the company was a major part of the conversation.*

**Subject:**

Follow up from our interview on [Day of interview]

**Message:**

Dear [Mr./Ms./Mrs./Title][Surname],

It was my absolute pleasure meeting with you on [Day of interview]. I really appreciated the opportunity to learn more about [Company Name] and hearing about your personal experiences with the company.

As we discussed, [memorable notes from interview]<sup>2</sup>.

I am confident that this opportunity would provide a challenging but successful experience for someone with my interests and goals within senior leadership. I will bring a willingness and commitment to learn all aspects of what it takes to be a part of an organization such as yours.

I'm excited about the possibility of representing [Company Name] in my future. All of my interactions with [Company Name] have made it visible to me that your firm produces such strong passionate leaders and caring talented professionals. Please let me know if there is any additional information that I can provide.

Thank you for considering me for this opportunity, and I look forward to hearing back from you soon.

Best Regards,

Beto Echevarria

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<sup>2</sup> Reference anything you said that seemed important to the interviewer and then tie it back to how it is extremely beneficial, relevant, or important that you have experience with either technology, tools, qualifications, etc., etc.

**Examples:** "client success truly is the glue between sales and successful marketing strategy. I have implemented several successful programs which have implemented this vision, Net Promoter Score among many others."

"... organizational strategy is a key focus of what your company is looking for in this position. With my current company, I have provided the vision and leadership to an executive board and assisted technical leadership to accomplish goals and drive scalable growth. I am capable and excited to exercise this strength with your company."



# REGINA D. GIBSON, LMSW, LSW, CCM

224 Bay Ridge | Brooklyn, New York 11223 | (212) 839-9567 | [reggibson@suremail.info](mailto:reggibson@suremail.info) | [in /in/regina-gibson-lmsw](https://www.linkedin.com/in/regina-gibson-lmsw)

## SOCIAL WORKER (PEOPLE AND TRAINING PROGRAM MANAGEMENT)

**Performance-driven manager with 10+ years in People Operations for social work.** Experience training and coaching individuals to support professional development and maximize workplace efficiency. Strengths with employee learning and development and in-depth knowledge of human behavior and employee relations.

**Professional Strengths:** Employee Assistance Programs | Insurance Benefits | Performance Management | Licensed Master Social Worker | Microsoft Office (Excel, Word) | Cloud Storage | Strong Verbal and Written Communications

## PROFESSIONAL EXPERIENCE:

WELLNESS INSURANCE, New York, New York

### Clinical Trainer / Educator | Employee Training Specialist

2014 – 2017

*Wellness Insurance is a health insurance company that serves more than 1.2 million members in downstate New York.*

Oversaw and implemented successful training of over 150 new hires, including care managers, coordinators, and clinical management staff during bi-monthly and ad hoc training via e-meetings.

- **Learning and Development:** Developed, wrote, and edited curricula for all roles under care management and utilization management, including creating job aids, tip sheets, and other training documentation for new hires. Analyzed effectiveness of training, implementing action plans to address ongoing training opportunities.
- **Orientation/Onboarding:** Maintained and updated materials in the Cloud, ensuring seamless experience for teams and newly hired staff. Assessed job fit of new hires during training and reported progress directly to management. Provided strict attention to detail by ensuring all training and onboarding materials were consistent and error-free.
- **Performance Management:** Performed quality audits of care management staff to assess performance and desired results. Recommended hiring, disciplinary, and termination to management.

UNITY CLINIC, New York, New York

### Senior Clinical Care Manager / Team Lead

2008 – 2013

*Unity delivers clinically based workplace solutions to improve productivity for its clients. Runs a 24/7 network with over 1,500 facilities.* Co-managed a team of eight to oversee the handling of care management cases. Supervised and saved an at-risk account which resulted in company meeting its yearly performance standards.

- **Team Building and Motivation:** Served as subject matter expert for all system and member issues for the entire team, advising them on effective resolution. Performed monthly audit and QA reviews of all care managers.
- **Career Pathing:** Mentored staff to help them reach their best fit, charting a course within Unity towards career development through retraining and enhancing workflow.
- **Employee Assistance Programs:** Explained EAP benefits to workplace managers; received special acknowledgments for outstanding customer service. Oversaw 70-90 calls each week, ¼ of which were employee crisis management calls, to assess each individual's needs, provide clinical recommendation, and follow up.

### Clinical Care Manager

2005 – 2008

Prioritized medical necessity determinations when referring members to appropriate level of care, utilizing internal guidelines. Performed clinical telephonic assessments to determine members' clinical needs and arranged outpatient treatment according to benefit plan and limitations if necessary.

- **Training:** Mentored new care managers transitioning from training to the outpatient team. Educated care managers with techniques to deal with difficult callers.
- **Process Improvement:** Identified a major gap in how cases were recorded, adding more comprehensive documentation procedures. Resulted in significantly smoother hand-off of cases during shift changes.

## EDUCATION/ CERTIFICATIONS:

New York University, New York, New York

Master of Social Work, 2003

Howard University, Washington, DC

Bachelor of Arts: Sociology, 1997

Licensed Master Social Worker, State of New York

Licensed Social Worker, State of New Jersey

Certified Case Manager, Commission for Case Manager Certification





# REGINA D. GIBSON, LMSW, LSW, CCM

224 Bay Ridge | Brooklyn, New York 11223 | (212) 839-9567 | [reggibson@suremail.info](mailto:reggibson@suremail.info) | [in /in/regina-gibson-lmsw](https://www.linkedin.com/in/regina-gibson-lmsw)

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June 25, 2019

Re: [Position Title Applying To], [Company Name]

Dear [Contact Name],

As a resourceful and experienced social worker, I am writing to express my interest in applying for the [Position Title] position at [Company]. Based on my prior 10+ years of improving teams through employee training, development, and team supervision within Clinical Care Management—I believe I am highly qualified to work with [Company]. Below are three qualities which make me an exceptional candidate for your team:

**I have an in-depth knowledge of Healthcare and Care Management.** While I have a decade of training experience within a clinical environment (Insurance and Behavioral/Employee Health Plans), I have double that within Healthcare. My own journey through the industry began with an educational background in Sociology and later a Master of Social Work at NYU. Through my following work at two prominent Managed Care organizations, I gained core strengths and familiarity with clinical system management, resource/program development, mental health counseling, psychotherapy, and crisis therapy, among many others. My technical breadth of knowledge spans training my team to use electronic medical record systems, care management/information management systems and databases.

**I can help people find their best fit within an organization.** An old adage says, “Those who know, do. Those that understand, teach”. Well, I have been educating, teaching, coaching, and mentoring care managers and other clinical staff in New York through two organizations now. As one of two trainers at Wellness Insurance’s Care Management branch, every addition to our department would come under our wing through our training and onboarding program. It was through *training* that I alleviated the anxiety the employee had through enabling them to perform confident work. It was through *development* that I provided the necessary tools, resources, and guidance to have that same employee reach their fullest potential in my department. This experience gave me a keen eye for spotting the right clinical staff for the right position, as well as a passion for quality care within a clinical environment. Whatever qualities and faculties [Company]’s teams need to be successful, I will be able to identify and groom.

**I believe in a “people-first” culture.** The whole shared vision of social workers is to advocate for the betterment of individuals, families, groups, and communities. In aligning best fit within [Company], my goal will be to increase workplace functioning and overall well-being of each employee. Your organization doesn’t just need someone who has managed people and processes for as many years as I have, but also someone who has empathy for and understands the underlying principles behind human motivation. My knowledge of human behavior through social work equips me to understand personal and organizational needs. My cultural competency and sensitivity to diversity make me a natural fit for organizations that have a commitment to social responsibility and inclusion, like [Company].

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented clinical training in a social work environment, which I believe will be of great value to a dynamic organization like [Company].

If you have time to chat by phone or email, my contact details are listed here and on my resume. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,  
Regina Gibson





# REGINA D. GIBSON, LMSW, LSW, CCM

224 Bay Ridge | Brooklyn, New York 11223 | (212) 839-9567 | [reggibson@suremail.info](mailto:reggibson@suremail.info) | [in /in/regina-gibson-lmsw](https://www.linkedin.com/in/regina-gibson-lmsw)

---

June 25, 2019

Re: [Position Title Applying To], [Company Name]

Dear [Contact Name],

As a resourceful and experienced social worker, I am writing to express my interest in applying for the [Position Title] position at [Company]. Based on my prior 10+ years of improving teams through employee training, development, and team management—I believe I am highly qualified to work with [Company]. Below are three qualities which make me an exceptional candidate for your team:

**I can help people become the best version of themselves.** My entire professional focus, besides serving the community, has been to help my team to reach their fullest potential within the organization. The best way I'm able to do this is through my strong employee development experience matched with my coaching mentality. As one of two trainers at Wellness Insurance's Care Management branch, every addition to our department would come under our wing through our training and onboarding program. Providing good quality training for me was about helping people to get over the anxiety of being overwhelmed in the role. Through my instruction and support, I could alleviate that anxiety in order for them to get work done and be confident.

**I can learn the skills needed to perform as a [Position Title].** I have demonstrated a strong ability in learning new technical systems. For example, navigating with ease electronic medical record systems, care management/information management systems and databases. Any management system, LMS, or HRIS your organization deals with, I will be able to familiarize myself with quickly. As an example of this, as a Clinical Care Manager at Unity Clinic, the entire program would sometimes switch to a new computerized system. Within a week, I would become the existing subject matter expert and would coach the rest of the staff. While [Company]'s systems and processes may be unfamiliar to me at first, I will study them and outperform my predecessors as I have before.

**Social work equips me for HR.** The whole shared vision of social workers is to advocate for the betterment of individuals, families, groups, and communities. This is something shared with Human Resources, whose goals are to enhance the lives of those same people, as employees, within the organization. In aligning best fit within the company, my goal will be to increase workplace functioning and overall well-being of each employee. [Company] doesn't just need someone who has managed people and processes for as many years as I have, but also someone who has empathy for and understands the underlying principles behind human motivation. My knowledge of human behavior through social work equips me to understand personal and organizational needs. My cultural competency and sensitivity to diversity make me a natural fit for organizations that have a commitment to social responsibility and inclusion, like [Company].

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented People Operations management in a social work environment, which I believe will be of great value to a dynamic organization like [Company].

If you have time to chat by phone or email, my contact details are listed here and on my resume. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,  
Regina Gibson



## THE COLD MESSAGE APPROACH TO GETTING INTERVIEWS

### ◆ JOB NETWORKING IN A DIGITAL AGE ◆

2/15/2019

#### THE MESSAGE [EMAIL #1: (INFORMAL/INDIRECT APPROACH)]:

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**Subject:**

Social Worker seeking industry advice

**Message:**

Dear [Mr./Ms./Mrs./Title][Surname],

I'm a Social Worker from the New York/Brooklyn area with a background in People Operations through team management and employee training. I'm reaching out because I was looking at your LinkedIn profile and was quite inspired by [something that piqued your interest].

While my background lends itself to many of the requisites I see with these types of Human Resources, I have no formal experience with an HR role. My mission this year is to educate myself on every skill and step needed to get there and to make some connections along the way.

I'd love the opportunity to spend some time learning more about your journey into HR and your unique approach to the industry. Please let me know if I could grab a quick phone call or even buy you a cup of coffee near the [specific area, if relevant] area sometime this week.

Let me know if there's anything I can do in return for your time.

Sincerely,

Regina Gibson

#### THE MESSAGE [EMAIL #2: FORMAL/DIRECT APPROACH]

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I would use this one actual recruiters/talent acquisition professional in your network, especially if you know that a posting exists. These people probably **want** your cold email. Their job depends on the value you can provide as a professional. This message is a little more direct, assertive, and detailed.

**Subject:**

Experienced Employee Training Specialist interested in potential opportunities

**Message:**

Dear [Mr./Ms./Mrs./Title][Surname],

I'm an experienced Social Worker from the New York/Brooklyn area with a background in People Operations through team management, employee training, and development. I'm reaching out



because I have been keeping up with [Company] and feel particularly drawn to your [Specific about company, e.i. the company's mission, the culture, the recent news you read, etc.].

I have 10 years of experience in training and coaching individuals within a clinical environment. My dedicated employee relations expertise coupled with my passion for people and bettering their lives are strong additions to any team.

I'd love the opportunity to spend 20 minutes with you to discuss any possible openings at your company, or to just learn more about [Company]'s unique approach to Human Resources. I've attached my resume as a PDF in case you would like to know more about my professional history.

Sincerely,

Regina Gibson

### **THE MESSAGE [in] INMAIL MESSAGE: (INFORMAL/INDIRECT APPROACH):**

This is the same type of reach out as Email #1. Except condensed for the inMail messaging function for the LinkedIn platform. The workflow here is very important, so I gave you a few options to use when beginning the conversation -> all the way to getting a phone call with them.

Don't hesitate to send this message while seeking to connect with individuals (even if they're "strangers"). And once they do accept your connection... don't forget to follow up!

**Message #1 (Note to accept your connection. "Connect" -> "Add a Note") (FYI, 300 characters only):**

Hi [First Name], I was on your LinkedIn profile and noticed [something that piqued your interest]. I'm a Social Worker and would love the opportunity to host a 10-minute call with you if you have the time!

**Message #2 (Follow Up after Accepting Connection) (No Limit):**

Thanks for connecting with me! As I mentioned,

[REDACTED]

[REDACTED]

**Message #3 (Messaging people outside your network, PREMIUM Account Only)**

[REDACTED]

# MARTHA WALTON

Washington, VA 20036 | (571) 451-8346 | [MarthaJWalton@yahoo.com](mailto:MarthaJWalton@yahoo.com) | [LinkedIn Profile](#)

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## BUSINESS SCHOOL GRADUATE | SPECIALIZING IN FINANCE

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Recent business school graduate combining an **educational background in finance** and **working experience with financial and accounting analytics**. Diverse analytical experience includes working for *University Network* (nation's largest developer of student housing communities) – and *TSI Insurance* (100M+ customers, operating at \$3.5B in income). Professional strengths include financial analysis, communication, and reporting. Experienced Microsoft Office user (Excel, Word, and PowerPoint). 5+ years of solid client relationship experience.

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### EDUCATIONAL QUALIFICATIONS:

#### University of Nebraska | Collins College of Business

Bachelor of Science in Business Administration

*Graduated: May 2017*

#### Major in Finance

- **Relevant Courses:** *Principles of Finance, Accounting, Money Banking, Financial Marketing, Corporate Finance, Statistics, Economics, Computer Based Systems*

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### PROFESSIONAL EXPERIENCE:

TSI INSURANCE, *Washington, VA*

#### Sourcing Consultant

*Nov. 2017 – Present*

- **Spend Analysis:** Led a project to analyze TSI's customer locations in comparison with auto body repair spending (with 30,000 line items and 5 years of data) to identify cost savings solutions.
- **Purchasing:** Negotiated best possible prices for company. Contacted suppliers across the globe for bidding; created and sent RFX reports.
- **Data Entry:** Recorded data from supplier presentations and contract negotiations into system.
- **Financial Analysis:** Researched list of potential suppliers for company needs; analyzed and selected short list of suppliers to meet company needs, while keeping costs to a minimum.

UNIVERSITY NETWORK, *Washington, VA*

#### Bookkeeping Intern

*May 2016 – Aug. 2016*

- **Accounting:** Reconciled all accounts receivable and completed month-end accounting procedures.
- **Finance:** Ensured appropriate revenue and expenses were maintained; monitored accounts while performing collection tasks in order to lower delinquent payments.

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### OTHER RELEVANT EXPERIENCE

COMMUNITY INSURANCE, *Washington, VA*

#### Underwriting Intern

*Jan. 2017 – May 2017*

- Integrated over 50K underwriting documents with a new department website, ultimately creating a centralized location for underwriting documents and company updates.
- Relayed new website features to underwriting personnel to ensure a smooth transition from previous process.

UNIVERSITY NETWORK, *Washington, VA*

#### Community Assistant

*Sept. 2015 – Nov. 2016*

- Implemented marketing techniques (personal selling, email marketing, social media) while closely tracking efficacy (financial return on investment).
- Built relationships with residents while handling complaints; oversaw \$453K in lease sales during employment.

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### COMMUNITY INVOLVEMENT

**Delta Sigma Pi | Professional Business Fraternity:** Acquired networking and communication skills, while participating in volunteer activities such as a biannual highway cleanup.





# MARTHA WALTON

Washington, VA 20036 | (571) 451-8346 | [MarthaJWalton@yahoo.com](mailto:MarthaJWalton@yahoo.com) | [LinkedIn Profile](#)

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June 21, 2019

Contact Name  
[Company Name]  
[Company Address]  
City, State ZIP Code

RE: [Position Title]

Dear Contact Name,

As a financial analyst with a background in helping management make strategic decisions, I am writing to express my interest in the [Position Title] position at [Company Name]. I graduated with a degree in business; many of the courses I took were directly related to finance and prepared me well for the working experiences below. Please allow me to illustrate a couple milestones in my career path that are relevant for this role.

- In 2016, I got involved with accounting and monitoring revenues and expenses for a large housing corporation. This supplemented what I learned in my degree and was my first real experience working with finance.
- In 2017, I conducted a spend analysis to help TSI decide where to put more locations based on financial and spending data. This was a self-driven project, and after completing it, I decided to pursue a role in financial analysis.

On your website, [Company Name] speaks of its [company mission] which stems from the [Company Name] company culture. My commitment to you is to use my skillset to support your company mission and even add to your culture. [Martha I'd put an example of what you specialize in or what you do that relates to the company mission. This is a great space to be targeted and put the true meaning back into cover letters.]

I first applied to a role in financial analysis and planning because I truly enjoy the opportunity to use my problem-solving skills and build financial models that help make decisions for businesses. I love taking complex information—performance metrics, financial forecasts, and other reports—and finding an effective way to communicate that information with senior leadership.

In my last few roles, I've built the foundation of skills as a financial analyst, and I look forward to seeing what I can do for your company in 2020 and beyond. Please let me know if you have time in the next week to speak further about this job opportunity. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Martha Walton



## **Martha Walton LinkedIn Summary**

The LinkedIn Summary should be a hybrid between resume + cover letter best points, but you should omit the private, juicy details. It's an opportunity to brag about yourself, but since it's on a public platform – some things may be a little too much vs. a cover letter. It should demonstrate some of your human traits, so I recommend writing in first person. My philosophy is the more “human” the better. So I tend to talk about the “why” a little bit more, while still hitting the appropriate keywords.

### **Headline:**

Analyst | Specializing in Finance and Accounting

### **Summary Description:**

I am a recent graduate from the Collins College of Business with an educational background in finance. My skill set covers financial analysis, communication, and reporting. I look at the metrics, choose the best possible options for management, and then communicate those options in the best way that I can.

I currently work as a financial analyst at [Company Name] in San Antonio. The preceding years prepared me for this role in more ways than I could know. For instance, at University Network, I got involved with accounting and monitoring revenues and expenses. And at TSI, I conducted a spend analysis to help them decide where to put more locations based on financial and spending data. This was a self-driven project, and it helped me decide to pursue a role in financial analysis.

I chose financial analysis and planning because I truly enjoy the opportunity to use my problem solving skills and build financial models that help make decisions for businesses. I love taking that complex information—performance metrics, financial forecasts, and other reports—and finding an effective way to communicate that information with senior leadership.

I have additionally found it important to be able to communicate with a wide range of people and see their perspectives. After I graduated from college, I went abroad, traveled across Europe, and saw as many countries as I could in just 5 months. I believe that the ability to connect with a wide range of people is at the heart of our success as professionals, and travel is just one of the many ways to learn that ability. I would recommend it to any professional no matter their age.

These are my core competencies:

- Financial Analysis
- Purchasing
- Reporting
- Spend Analysis
- Accounting
- Financial Marketing
- Statistics
- Computer Based Systems

If you would like to connect or know more about my professional history, please feel free to send me a message via InMail or email me at MarthaJWalton@yahoo.com.



## EXPERIENCED HOSPITALITY LEADER

*Food & Beverage | Management | Innovation*

Hospitality food & beverage professional with 12+ years experience elevating brand standards and delivering impressive financial contributions. Credentials include a degree from the Cornell University School of Hotel Administration and The Culinary Institute of America. Superior leadership skills with the strong ability to rally team members and solve complex issues within hospitality operations.

- **Financial P&L responsibility:** Strong ability to analyze financial statements, implement solutions, and reduce expenses without sacrificing brand integrity. Identified \$20+ million dollars in strategic opportunities for various hotels in the last several years.
- **Brand consistency:** Maintains integrity of brand with a focus on details and consistency. Elevates brand standards, implements creative ideas, and drives guest satisfaction.
- **Industry expertise:** Involvement with Cornell's School of Hotel Administration, including guest lectures and participation in Food & Beverage Entrepreneurship and Restaurant Revenue Management Roundtables.

## HOSPITALITY EXPERIENCE

THE TIMES HOSPITALITY GROUP, Frederick, MD

**Project Manager**

Nov. 2015 – Present

Partners with hospitality owners and operators to identify cost reduction and revenue growth opportunities. Brands include Hyatt, Hilton, Marriott, and Omni Hotels. Leads a team to drive change during 12-20 week projects. Observes and analyzes existing processes in order to improve efficiency, increase operational revenue, and reduce operating expenses.

- **Strategic Initiatives:** Identified \$14M in total cost savings and \$3.8M in revenue enhancement opportunity through observation and analysis. Generated a 7.78x ROI for organizations in their 1<sup>st</sup> year of implementation.
- **Team Leadership:** Trained and managed a team of 7 consultants and associates. Mentors individual team members, promotes members when appropriate, and coaches them on areas of improvement.
- **Project Management:** Establishes project budget and priorities in order to implement 50-100 custom-tailored initiatives at each property.
- **Relationship Management:** Developed relationships with property-level management; resulting in better buy-in for changes, positive performance reviews, new client referrals, and repeat business.
- **Concept Development:** Assists properties with improvement of processes and concepts, while ensuring consistent or improved guest satisfaction.

FREEMONT HOTEL, Frederick, MD

**Director of Food & Beverage**

Apr. 2011 – Nov. 2015

Oversaw daily F&B operations and long-term strategic planning for The Freemont Maryland, a four-diamond hotel with a food service operation grossing \$9.6 M in annual revenue. Managed operations for three restaurants, banquets department, lobby bar, in-room dining, and a satellite food truck operation.

- **Revenue Growth:** Increased hotel revenue by \$1.7 M in a 4-year period.
- **Beverage Management:** Improved beverage management practices, including inventory management, ordering, and development of menus for restaurant, lounge, and banquets department.
- **Brand Improvement:** Transformed menu, design, and service style of hotel lounge to modernize experience; boosted value and increased revenue by \$447K per year.
- **Financial Planning:** Managed overall P&L responsibility for department, including budgeting, forecasting, capital planning, menu development, and pricing.
- **Leadership:** Provides close mentorship and training for a 16-person management team, while overseeing 64 full-time and 140 student employees.

- Continued -

AMERICA'S KITCHEN, Baltimore, MD

**Kitchen Manager**

Sept. 2009 – Mar. 2011

Led culinary teams for a variety of America's Kitchen's concepts and locations: California Kitchen, Bahama Island, and America's Steakhouse. Created new menu items for America's Kitchen, while partnering with local producers and purveyors to source high-quality seasonal ingredients.

- **Brand Consistency:** Ensured brand consistency through execution of standard operating procedures.
- **Operations Management:** Managed food production forecasting, food cost, beverage inventory and scheduling.
- **Corporate Experience:** Teamed up with corporate senior leadership to help create new menu items and standardized recipes that would be implemented in other Hillstone restaurants.

FOOD SERVICE MANAGEMENT CONSULTING, Baltimore, MD

**Consultant**

Apr. 2007 – Feb. 2008

- Hosted *Foods for Tots*, a children's television program, which would be aired monthly to 100,000 schools in order to promote healthy food choices.

CATERING DELIGHT, Baltimore, MD

**Assistant Restaurant Manager**

Apr. 2006 – Aug. 2006

- Created standard operating procedures for a multi-million dollar operation that would later be featured on ABC's *Shark Tank*.
- Hired, trained, and managed 45+ restaurant employees during restaurant's growth phase.

## EDUCATIONAL QUALIFICATIONS

**Cornell University, School of Hotel Administration**, Ithaca, NY  
Bachelor of Science

Graduated 2009

**The Culinary Institute of America**, Hyde Park, NY  
Associate Degree with Honors

Graduated 2006

*Recognition: Culinary Arts with Honors (Apr. 2006), Francis Roth Leadership & Student Government Service Award*

## SKILLS &amp; CERTIFICATIONS

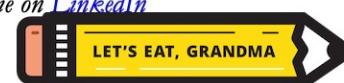
**Food & Beverage Certifications**— Certified Food and Beverage Executive (American Hotel & Lodging Educational Institute), Certified Professional Food Manager (National Environmental Health Association) | **Administrative**— Microsoft Excel, Microsoft Word, PowerPoint | **Food & Beverage Operating Systems**— Micros and Aloha POS, HotSchedules, Adaco, Delphi, Open Table

## COMMUNITY ENGAGEMENT

- Member, **Cornell University Fraternity & Sorority Advisory Council**, 2015 – Present
- National Volunteer, **Pi Beta Phi National Fraternity**, 2009 – Present
- Past Fellow, **Society of Fellows at the Culinary Institute of America**, 2014 – 2016
- Past Board Member, **CIA/Cornell Collaborative Degree Program Industry Advisory Board**, 2011 – 2014
- Past Chair & Executive Vice Chair, **Cornell University Employee Assembly**, 2013 – 2015

For a complete list of experiences, skills, and community involvement, please visit me on [LinkedIn](#)

[Back to Cover Page](#)





# Sarah Jensen CFBE

Frederick, MD | (240) 674-7915 | [SarahSJensen@gmail.com](mailto:SarahSJensen@gmail.com) | [in /in/sarahsjensen](https://www.linkedin.com/in/sarahsjensen)

September 10, 2018

Re: [REDACTED] (Requisition#: [REDACTED])

Dear Hiring Manager,

As an executive-level food & beverage hospitality professional—and loyal COMPANY CLUB Member and MEMBERSHIP—I eagerly apply to become COMPANY's next POSITION TYPE General Manager. With a broad depth of experience and a solid history directing, innovating, and consulting for hospitality F&B, be assured that I will bring my unique qualifications to help craft the vision and direction of POSTING DEPARTMENT.

My résumé is attached for your review. Allow me to share some highlights as they relate to the POSITION TYPE General Manager role:

- **12+ years of food & beverage leadership.** Fundamental to my work is my capacity to create and maintain excellent relationships, lead successful teams, analyze and manage financial performance, and create memorable experiences for guests. As a passionate professional with a career of strong leadership experience, I am a champion for employees through close mentorship and inspiring others to pursue their best—the keystones to inspiring a team to truly care for the guest. My leadership experience, coupled with my passion and strategic approach closely match your requirements. I am confident I can enhance the guest experience and club operations with COMPANY—and can contribute with dynamic success as an effective member of your team.
- **Understanding the COMPANY MEMBERSHIP guest profile.** As a COMPANY MEMBER, I fly 100+ flights per year in my current role and experience the benefits of the POSTING DEPT. twice a week. I understand the COMPANY member because I *am* that member. I have the insights and experiences to anticipate and appreciate the needs and desires of the COMPANY customer. With so many options available to consumers, I assure you I am truly *proud* to be a COMPANY customer and have often thought about the guest experience while enjoying a respite between flights in POSTING DEPT. around the country. I have the experience and strategic vision to lead the COMPANY POSTING DEPT. to the next tier of even greater operational excellence.
- **Innovation at the core of my professional career.** I have expertise and passion for brand innovation through introducing guest-centric programs, concept ideas, and managed capital renovations. At the Freemont Maryland Hotel, I provided a much-needed refresh of the food & beverage operations, re-branding the lobby bar, and focusing on modernizing the menus, ambiance, and service style across the hotel. This, in turn, created excitement with guests, driving guest retention, brand loyalty, and a revenue increase of over \$1.4M in a four-year period.

My career thus far makes me a unique fit to be COMPANY'S POSITION TYPE General Manager. As a graduate of The Culinary Institute of America, this gives me yet another deep and valued perspective of the industry. Since then, I have worked my way up to management and consulting for large and complex operations. I have an expansive understanding of and commitment to enhancing the service, profitability, and operations of the hospitality industry. Hospitality begins and ends with the guests. I look forward to bringing my strategic energies, passion, talents, and experience to help craft and execute the vision and direction of the POSTING DEPT. experience.

I welcome the opportunity to speak with you, meet the hiring decisions makers, and discuss your needs and further detail my qualifications.

Thank you for your time and consideration. I look forward to hearing from you.

All the best,

Sarah Jensen

## Sarah Jenson LinkedIn Summary

The LinkedIn Summary should be a hybrid between resume + cover letter best points, but you should omit the private, juicy details. It's an opportunity to brag about yourself, but since it's on a public platform – some things may be a little too much vs. a cover letter. It should demonstrate some of your human traits, so I recommend writing in first person. My philosophy is the more “human” the better. So I tend to talk about the “why” a little bit more, while still hitting the appropriate keywords.

### Headline options:

Business Growth | Operational Excellence | Hospitality Leadership

**OR**

Leading food & beverage hospitality operations to sustained growth and excellence.

### Summary Description:

I am a Certified Food and Beverage Executive (CFBE) with 12+ years experience in helping hospitality operations improve. My skill set covers hospitality leadership and financial analysis. I currently work at The Times Hospitality Group to help hotel owners and operators make informed decisions on how to improve their operation.

My educational background at the Culinary Institute of America—and then the Cornell School of Hotel Administration—has been instrumental to helping me choose my career path, but the prior years in working at the line level prepared me for the future in more ways than I thought possible. Since then, I have worked my way up to management and consulting for large and complex operations.

These are three core beliefs that are instrumental to how I work as a hospitality professional:

*Guests first.* Hospitality begins and ends with the guests. I chose my path in hospitality management because I truly enjoy the opportunity to look at the data, identify improvement opportunities, and help make a positive impact for guests. My philosophy has always been to focus on guest needs first, which I've learned to intuit through a solid background of working at various operations.

*Servant leadership.* I am a champion for employees through close mentorship and inspiring others to pursue their best—the keystones to inspiring a team to truly care for the guest. I make sure that everyone who works for me finds their voice and plays to their strengths. As I've seen it, this has always been the best way to lead a team to craft a better operation.

*Innovation always.* I have expertise and passion for brand innovation through introducing guest-centric concepts, ideas, and capital renovations. For example, at the Freemont Maryland, I provided a refresh of the food & beverage operations, re-branding the lobby bar, and focusing on modernizing the menus, ambiance, and service style across the hotel. This, in turn, created excitement with guests, driving guest retention, brand loyalty, and revenue increase of over \$1.4M in a four-year period.

These are some additional professional strengths:

- Strategic Analysis
- Guest Satisfaction
- Brand Consistency
- Financial P&L
- Quality Assurance
- Vendor Relations
- Accounting
- Market Analysis

If you would like to connect, please feel free to send me a message via InMail or email me at [SarahSJenson@gmail.com](mailto:SarahSJenson@gmail.com)



# ADAN OROSCO

Maitland, FL | 2714 Grand Ave. | 407-705-7558 | adanrasconorosco@dayrep.com

## SUMMARY OF QUALIFICATIONS

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Dedicated consultant whose qualifications include a degree in information security – and a proven knowledge of dealing with network security and technology risk management. Multi-certified professional on enterprise security strategies with detailed knowledge on tools, software, and best practices in protecting networks. Served previously in the US Air Force; worked diligently to serve country with dedication and professionalism.

## EDUCATION

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**Capella University**, Minneapolis, MN *December 2016*  
*Masters of Computer Science; Specialization: Network Defense: (GPA: 4.0)*

**DeVry University**, North Brunswick, NJ *June 2014*  
*Bachelors of Computer Science; Major: Information Security (GPA: 3.4)*

**Penn State University**, Abington, PA *March 2012*  
*Certificate, Business Communication and Professionalism (GPA: 3.7)*

## WORK EXPERIENCE

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**Security Services**, Mount Laurel, NJ *July 2015 – Present*  
Customer Assurance, Tier II

- Supported 500+ customer tickets per week and 250+ calls per week, working to resolve questions and concerns regarding security issues.
- Exceeded average handle time expectations within 1 week of employment (11 minute average), surpassing handle time of current team members.
- Resolved issues pertaining to phishing, spam, infected PCs, and online fraud.
- Ensured customers complied with secure protocol aligned with Comcast Policy.

**Matrix IT**, Bordentown, NJ *May 2015 – July 2015*  
Information Technology Intern

- Configured new systems with proper software and hardware upgrades, using Spiceworks network analysis
- Worked with NAS data retrieval, creating new machines specific to new users
- Supported IT team with on boarding and termination of employees.

## HONORS

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- Awarded Membership of Ambassador and Student Veterans Association (DeVry University: 2013, 2014)
- Awarded Active Interim Top Secret Clearance (Insight Global, US Air Force: 2001, 2008, 2015)
- Longevity Service Award, Outstanding Unit Award; With Valor (US Air Force, 2004)

## CERTIFICATIONS

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- Comp Tia Security + Certification
- Microsoft Technology Associate (MTA) Security Fundamentals Certification

## TECHNICAL SKILLS

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- |   |  |
|---|--|
| • <b>Metasploit:</b> Penetration Testing      | • <b>Active Directory:</b> Windows         |
| • <b>Splunk (SIEM):</b> Intelligence Software | • <b>BMC Remedy:</b> IT Service Management |
| • <b>Nessus:</b> Vulnerability Scanner        | • <b>Microsoft Office:</b> Word, Excel,    |
| • <b>Wireshark:</b> Network Protocol Analyzer | Sharepoint                                 |

# ADAN OROSCO

Maitland, FL | 2714 Grand Ave. | 407-705-7558 | [adanrasconorosco@dayrep.com](mailto:adanrasconorosco@dayrep.com)

June 21, 2019

RECIPIENT NAME  
RECIPIENT TITLE  
COMPANY NAME  
OFFICE/COMPANY ADDRESS  
OFFICE/COMPANY CITY, STATE ZIP

Dear RECIPIENT TITLE, RECIPIENT FIRST NAME RECIPIENT LAST NAME,

As an aspiring technical consultant with a strong educational focus in computer science, I am writing to you to express my interest in applying for the Cyber Security Analyst position listed at COMPANY NAME. I believe my own unique experiences in consulting, education, and military service distinguishes me as a well-prepared candidate for this position.

In my latest role at Security Services, I took on a challenging role in delivering cyber security support to over 500 customers in a given week. As a security assurance professional, I was responsible for resolving a variety of security issues and ensuring that all customers were compliant with Security's secure protocol. Within only a week, I exceeded the standards set by my supervisors and was able to deliver much faster service than my own colleagues—many who have been working with the company for years. This experience allowed me to develop a profound knowledge of resolving security issues—all while supporting a diverse client base.

I have spent the past four years diligently studying in many different areas of network defense and information security. At DeVry University, I learned about the principles of information systems security, web security, and data privacy & security. I am currently working on my Masters of Computer Science and am taking courses on network security cryptography, network security controls, secure network design, and other related courses. I am confident that my philosophy of continuous education will help me grow into one of the top security analysts in the industry.

Before my educational experiences, I was active in the US military, working in the United States Air Force Security Forces. For four years, I was involved in bases security law enforcement and security of weapons of national security. Working in the military has given me an unparalleled opportunity to serve my country – and develop a strong sense of dedication to my work.

As a driven technology professional—and service-oriented individual—with substantive knowledge in my field and skills of computer science, I feel confident in my abilities to excel in this role. I look forward to discussing possible opportunities with you in the near future. Please feel free to contact me via e-mail with questions or for further information.

Sincerely,

Adan Orosco



## IT PROJECT MANAGER

*Project Management | Information Technology | Customer Relationship Management*

Certified Project Management Professional with over 5+ years of experience overseeing and improving systems and projects within the field of Information Technology.

- **Project Management:** Utilize planning, budgeting, and data analytics to lead teams and accomplish technology centric goals. Proven track record of delivering results with projects; leading teams from the planning phase to implementation within a variety of projects— from multi-million-dollar (*International IT Business Service; Environmental Eco-Industrial City Systems design- \$10 million & Installation of Network Architecture- \$22 million*) to the delivery and implementation of networking services and end-to-end customer care (RSTS).
- **Information Technology:** Experience leading teams of professionals—from network, infrastructure, cloud computing, telecommunication, and software engineering all the way to the technical sales teams. Developed the skills required in communicating a various range of technical language within a business environment.
- **Customer/ Client Relationship Management:** Dedication to end-to-end customer care. Pre-sales engineer and product support experience (*RSTS & SyncNet ISP*). Uses cultural awareness and a passion for dealing with customers on an international basis to educate, lead, promote, and service products in the marketplace.

## EDUCATION AND CERTIFICATIONS

<b>Florida Institute of Technology</b> , Melbourne, FL Masters of Business Administration	Dec 2016
<b>Loughborough University</b> , Loughborough, UK Master of Science in Internet Computing and Network Security	Dec 2007
<b>Al-Ahliyya Amman University</b> , Amman, Jordan Bachelor of Science in Electronics and Communication Engineering	Sept 2005
• Project Management Professional (PMP); <i>Project Management Institute</i>	2013
• PMI Agile Certified Practitioner; <i>Project Management Institute</i>	2018

## HIGHLIGHTED PROJECT MANAGEMENT EXPERIENCE

INTERNATIONAL IT BUSINESS SERVICES, Orlando, FL & Tokyo, Japan

### Project Manager

June 2011 – Jan 2014

Led global teams across technical, financial, and business disciplines for the 5<sup>th</sup> largest IT services provider in the world (#1 in Japan). Mitigated risk with financial and statistical data analysis. Created project road maps, schedules, and work breakdowns while complying with PMO methodology.

- Initiated, planned, and managed the Environmental Management Solution from start to completion for the Japanese Industrial Property Authority. **Project Budget:** \$10 million.
  - Led a team of 150 people globally, including Japan, Saudi Arabia, and the UK, to initiate the country's first "ground-up" eco-friendly industrial city. Directly managed Project Managers from air quality/water/IT.
- Headed two Telecom Company projects, the country's largest telecommunications firm, with Fiber-to-the-X (**Project Budget:** \$22 million) and Network Operation Centers (\$2.5 million) successfully.

### Pre-Sales Manager

Jan 2011 – June 2011

- Increased sales by 35% in first year, led the small department in customer acquisition and post-sale support.
- Acquired accounts with key IT service providers, oil and gas companies, and local government entities.

- Continued -

SYNCFNET ISP, Orlando, FL

**Senior Pre-Sales Engineer**

Mar 2009 – Jan 2011

Assessed client needs and analyzed project requirements to create technical solutions and final proposals for bids (system integration solutions). Designed infrastructure diagrams concerning network connectivity, security zoning, capacity planning, and sizing. Prepared technical proposal responses to RFPs and ensured project documents were complete, current, and stored. Coordinated sessions with engineers for design discussions and proof of concepts. Notable Customers: International Telecom Company, Time Warner Cable, Ministry of Justice, and Ministry of Foreign Affairs.

- Achieved 110% of target quota by heading client acquisition, leading sales meetings and addressing client support.
- Established strategic partnership with eight IT companies, expanding solution capabilities.
- Designed new communications process among stakeholders to streamline engagement between the pre-sales team, account managers, delivery teams, and clients.
- Created responsibility assignment matrix (RAM) to define unified channels and methods for client interaction.

RSTS, Pensacola, FL

**Networking Sales Engineer**

Apr 2008 – Jan 2009

Identified opportunities and closed sales by presenting onsite solutions for prospects. Ensured customer satisfaction by maintaining post-sale contact and support.

- Negotiated and closed a support contract with Royal Airlines for Sun servers.
- Implemented closed-circuit television (CCTV) to the Pensacola Hospital by supplying network hardware.
- Installed network hardware/software at a government public security agency headquarters.

## SKILLS AND CORE COMPETENCIES

**Project Management**— Agile Methodologies, SCRUM, Costing & Budgeting, Request for Proposal (RFP), Requirements Analysis, ROI Analysis, Procurement Management, Supply Chain Management

**Information Technology**—Telecommunications, network programming, IaaS (Infrastructure As A Service) (*Basic*), Amazon Web Services (*Basic*), System Migration & Integration, Product Installation, Servers, Routers

**Business Solutions**— Cisco Products (*formerly certified*), Innovation Strategy, Risk Mitigation, Vendor Management

**Other**— Arabic (*Fluent*), Public Speaking, Microsoft Office (Word, Excel, PowerPoint) (*Very Proficient*)

## OTHER PROFESSIONAL EXPERIENCE

BUSINESS CENTER FOR ENTREPRENEURSHIP, Florida Institute of Technology, Melbourne, FL

**Lead Researcher/Program Manager**

Jan 2015 – Jan 2018

Provided market validation for businesses and products; including a new telecommunication device, international foodservice nutrition programs (Sodexo), and biofuel & resource extraction, among others.

**Consulting and Research:**


- Researched and validated a business case for Sodexo to penetrate the governmental benefits systems, which covers 15% of the U.S. population and an estimated market size of almost \$2 Trillion.
- Validated the market for a new telecommunication device targeted to seniors in Florida (pop. size 44.7 million).
- Researched, gathered, and analyzed data on the biofuel technologies market (\$6 billion market size).

**Writing, Presentation & Design:**

- Wrote technical disclosure for the patent for a distributed blockchain wallet.
- Created series A terms and conditions sheet to invest in Investors Incorporated, and a Series A internal pitch deck for \$31 million in funding.
- Drafted prototype design for a telecommunication device which was used as a baseline for the product.



# AMIR NASSAR, PMP, MBA, MS

(239) 978-0220 | 223 E. Concord St. Orlando, FL 32801 | [amir.nassar@yahoo.com](mailto:amir.nassar@yahoo.com) |  [/in/amir-nassar](https://www.linkedin.com/in/amir-nassar)

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June 25, 2019

[Company Name]  
[Company Address]  
City, State ZIP Code

Dear Contact Name,

As an experienced IT project manager with a strong focus in network engineering, I am writing to express my interest in applying for the [Position Title] position at [Company], which I learned about through a job listing on [Source]. Based on my prior 5+ years of experiences as a project manager and technical leader, I believe I am highly qualified to provide direction for technical solutions. Through my experience on several teams, I have cultivated my experiences leading people, establishing business goals, and managing the complete lifecycle of projects. Below are three qualities that equipped me to be a great fit for [Company]:

1. **I am adept at managing teams & multimillion-dollar projects.** My professional philosophy is to find a technical challenge to put my leadership and Project Manager Office Methodology skills to the test. At International IT Business Services, managing teams from Japan, Saudi Arabia, United Kingdom, and Germany, I overcame a tremendous leadership challenge. My keystone project involved planning and implementing the development lifecycle of a \$10 million city infrastructure for the county's first eco-friendly industrial city built from the ground up. Directing meetings across four different time zones with junior PMs and training a technical team of over 150 city planners, engineers, and environmental specialists was a challenge. At every junction of my career—whether it was engineering a city or providing network/business infrastructure solutions for the Telecom Company (a combined \$26 million in projects) ... I have not shied away from a challenge.
2. **I am client-oriented.** Any company is only as good as the solutions it provides for its customer base. Throughout my career—I have made it a high priority to understand the end-user before designing and developing a product. For example, at SyncNet I delivered outstanding results by assessing each client's unique needs; including desired product specifications, expected schedule of completion, and budget—ultimately achieving over 98% satisfaction. My exceptional customer service ended up acquiring the company more clients—and I outperformed sales quota by 110%. My client-centered approach at [Company] will help me excel at establishing primary contact for your clients or stakeholders and delivering on-time and exceptional project-based solutions that meet *their* needs.
3. **I am motivated by a quest for knowledge and believe in lifelong learning.** My career path began with higher education, after completing three degrees with my MBA, Master of Science in Internet Computing and Network Security, and Bachelor of Science in Electronics and Communication Engineering. I am a certified Project Management Professional (PMP) and Agile practitioner. While more degrees doesn't necessarily equate with being a better project manager than my counterparts – my deep thirst for knowledge and desire to exhaust all intellectual avenues to be a better business leader and engineer *will*.

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented IT strategies and solutions, which I believe will be of great value to a dynamic organization like [Company]. If you have time to chat by phone or email, my contact details are listed here and on my resume. Thanks for your time and consideration, and I look forward to hearing from you.

Kind Regards,

Amir Nassar

## MATERIALS AND LOGISTICS ANALYST

*Project Management | Inventory Analysis | Telecommunications*

Experienced Material/Logistics Analyst with 10+ years of experience delivering results with projects; assisting and leading teams from the planning phase to implementation within a variety of construction-based solutions. Accomplished leader within several asset and inventory management companies working with T-Mobile.

- **Project Management:** Experience approving and heading projects. Utilize planning, budgeting, and data analytics to lead teams to accomplish construction goals. Strong ability to identify inefficiencies in ordering workflows—and create strategies that improve efficiency and decrease costs for businesses.
- **Inventory Analysis:** Adept at understanding company strategy, production systems, and financing needed to determine the optimal inventory level. Demonstrated this by minimizing the amount of inventory on hand and restructuring ordering protocol, which significantly reduced operating expenses.
- **Telecommunications:** Unique understanding of the infrastructure and product vision behind the industry. Developed the skills required in communicating a various range of technical language within a business environment.

## PROJECT MANAGEMENT EXPERIENCE

MOBILE ONE CELLULAR, Houston, TX

**Construction Management Specialist**

*Dec 2017 – May 2018*

Collaborated with the design team and construction crew to improve Mobile One through the development and maintenance of new and existing communications infrastructures.

- Conducted feasibility analysis on current and future projects, according to budget and resources allocation.
- Reviewed and approved applications for new projects, blueprints, and structural analysis.
- Defined a bill of materials to be ordered and manufactured for projects using construction drawings.
- Coordinated timely release of material to the construction crew and provided support during build.
- Counseled design team to ensure visual/pragmatic objectives were aligned with technical limitations.
- Met all project deadlines by determining strategic direction and implementation.

**Material Project Coordinator**

*Apr 2013 – Dec 2017*

Managed Mobile One's complete equipment lifecycle during builds. Provided asset and inventory management solutions in order to save time, increase efficiency, and significantly reduce their network maintenance operating costs.

- Met each build plan's deadline, budget, and project specifications to help it to become #1 market in the region.
- Recommended procedural improvements in the application stage of projects directly with management.
- Developed several tracking tools to reduce excess material and keep project budgets on track.
- Exceeded company goals by enabling accurate ordering, thereby reducing excess stock levels from 10% to 7%.
- Recognized for precise ordering and was tasked with training other staff on how to achieve similar accuracy.
- Authorized all material orders from construction managers - providing critical feedback for order improvement.
- Generated and prepared purchase orders to suppliers based on material requirements, availability and pricing.
- Scheduled general contractors to pick up project materials from local warehouse.
- Mediated between warehouse staff and management to resolve issues.

- Continued -



# Maria Daniels

(412) 384-6867

Houston, TX

[mariajdaniels@gmail.com](mailto:mariajdaniels@gmail.com)

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

May 11, 2018

[Company Name]

[Company Address]

City, State ZIP Code

Dear Contact Name,

As an experienced Materials and Logistics Analyst with a strong focus in telecommunications and construction, I am writing to express my interest in applying for the [Position Title] position at [Company], which I learned about through a job listing on [Source]. Based on my 10 years of experience working with Mobile One as a construction and inventory analyst, I believe I am highly qualified to deliver, support, and provide leadership for technology-based solutions. I believe my expertise with logistics and supply chain management in a hands-on setting paired with my passion for customer service present me as a well-prepared candidate for this position. Below are just a couple of experiences that enabled me to be a great fit for [Company]:

- I've gained a comprehensive understanding of logistics, procurement, and supply chain management in my experience working with Mobile One through asset and inventory management companies. I consistently analyzed and evaluated purchasing and inventory programs in order to improve efficiency while improving the overall ordering process. I estimated and tracked accurate ordering levels and was even asked to train other team members after lowering excess stock below the company goal by 3%. In 2013, I demonstrated my ambition by defining a new position for myself, the Material Project Coordinator, so that I could impact the growth of each project.
- [Position Title] demands a high-level competency in consumer focus, which I have demonstrated through my job trajectory. Starting my career in a retail store honed my strong product knowledge, understanding of how various materials affect actual operations, and my unfailing desire and care for great customer service. Additionally, it demonstrates my professional goals for consistent personal innovation, relationship building, talent management, and leadership.

I'm passionate about my work in supply chain management, inventory analysis, and customer relations. Most importantly, my career thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my experience, I have demonstrated excellence in effective, innovative and impact-oriented strategies and solutions, which I believe will be of great value to a dynamic organization like [Company].

If you have time to chat by phone or email, my contact details are on my resume. Thanks for your time and consideration, and I look forward to hearing from you.

Sincerely,

Maria Daniels

## QUALITY CONTROL MANAGER

*Oil and Gas | Manufacturing | Machining | Fabrication*

**Results-oriented Quality Control Manager with more than 15 years** of dedication to improving procedures, standards, and client relationships for **manufacturing companies within oil and gas**. Certified Quality Engineer (CQE) and Six Sigma Green Belt using educational background in Manufacturing Management to improve efficiency, minimize waste, and decrease operating costs. Leverages a background in machining and welding to understand production and liaise between management in order to effectively supervise teams.

### CORE COMPETENCIES/ SKILLS

**Process Improvement**— Six Sigma Design for Manufacturing, Continuous Improvement, Root Cause Analysis

**Workplace Standardization/Efficiency**— 5S Methodology, Poka-Yoke, Kanban Project, OSHA practices

**Testing**— 847 hours of Magnetic Particle (MT) experience, 2,753 hours of Visual (VT) experience

**Waste Minimization**— Lean Manufacturing

**Technical Programs**— AutoCAD design and drafting, Microsoft Office Suite (Word, Excel, PowerPoint)

### HIGHLIGHTED QUALITY EXPERIENCE

OILFIELD EQUIPMENT ENGINEERING, Houston, TX

**Quality Control Manager**

July 2015 – Sept 2015 | Oct 2017 – June 2018

Established and directed the quality program to manage processes and ensure continuous improvement in oilfield and detention equipment manufacturing. Quality Management System reduced costs, customer returns, and waste.

#### Client Management:

- Reduced customer returns from approximately 3.5% to less than 1%
- Raised customer satisfaction and reduced complaints through inspections and training machinists to reduce scrap
- Implemented a system to properly control, handle revision levels, and notify customers of receipt of revision level changes on blueprints and drawings

#### Process Improvement:

- Introduced Six Sigma and lean production methodologies to solve manufacturing problems
- Laid groundwork for becoming ISO 9001:2015 compliant
- Established a computer database to document cost of scrap and rework
- Implemented a system to ensure traceability and a computerized database of MTRs

#### Leadership:

- Wrote an SOP manual for production staff; outlining proper documentation and implementation procedures
- Mentored production employees on the need for quality, how to monitor production runs for quality, and the proper use of measuring tools

- Continued -



TEXAS AMERICAN RESOURCES CO., Houston, TX

**Quality Assurance Inspector/Level II MT Technician & Machinist**

Mar 2012 – Mar 2015

Liaison between Texas American Resources and customers' quality personnel, most notably American Factory. Ensured API procedures and documentation were followed. Performed Non-Destructive Magnetic Testing (MT) and visual weld inspections. Oversaw quality for manufacturing projects costing up to \$4 million.

- Responsible for the quality control for the American Factory's Pace X Mast and Substructure project, with each finished unit consisting of more than 58,000 parts coming together from three factories
  - Developed program to track Non-Destructive Testing (NDE) process and document results
- Supervised up to 12 contracted employees; including fitters and welders for the fabrication of large drilling rigs
- Coached, mentored and trained new hires
- Monitored the Safety and Health issues on the production floor; adhering to OSHA policies
- Implemented a 5S program and a Six Sigma cause-and-effect analysis by aiding the Quality Assurance Manager
- Calibrated and monitored compliance; which helped in maintaining the company's API license

PATTERSON-UTI, Houston, TX | Midland, TX

**Partner/Quality Control Inspector**

Nov 2009 – Jan 2011

Managed all aspects of Quality Assurance Department, including traceability, calibrations, customer service, and documentation. Oversaw the day-to-day management of personnel and production planning. Supervised staff of journeymen machinists.

- Reduced scrap by 20% by refining the processes
- Increased customer base due to continued quality output
- Improved production speed through mentoring employees and developing their skills

RUSERT MACHINE SHOP, Houston, TX

**Machinist/ Foreman**

Feb 2003 – July 2011

Managed machine shop personnel and production documentation. Developed production planning for production runs. Maintained customer satisfaction in quality specifications and through timely deliveries.

- Mentored apprentice machinists
- Maintained 98% on-time delivery to customers

## EDUCATIONAL QUALIFICATIONS

TARLETON STATE UNIVERSITY, Stephenville, TX

Graduated: Aug 2017

**Bachelor of Applied Arts and Sciences (BAAS) degree in Manufacturing and Industrial Management**

**Minor in Accounting**

TEXAS STATE TECHNICAL COLLEGE, Brownwood, TX

Graduated: Jan 2000

**Associate of Applied Sciences (AAS) degree in Machining Technology**

## TECHNICAL CERTIFICATIONS

- **Certified Welding Inspector (CWI) (Expected: Oct 2018):** American Welding Society
- **Certified Quality Engineer (CQE) (April 2018):** American Society for Quality (ASQ)
- **Certified Six Sigma Green Belt (CSSGB) (Dec 2017):** American Society for Quality (ASQ)
- **Level II Magnetic Particle Technician (MT) (April 2014):** QC Laboratories

June 6, 2019

[Company Name]  
[Company Address]  
City, State ZIP Code

Dear [Contact Name],

As an experienced Quality Control Manager with a strong focus in oil and gas manufacturing, I am writing to express my interest in applying for the [Position Title] position at [Company], which I learned about through a job listing on [Source]. Based on my prior 20 years of experience in manufacturing, quality, and machining, I believe I am highly qualified to improve or establish a quality management system, as evidenced through my achievements in cost reduction, waste management, client retention, and process standardization wherever I go. Below are three experiences that equipped me to be a great fit for [Company]:

1. **I can lead your team to achieve greatness.** Many people, such as myself, put in the work to become a Certified Quality Engineer (CQE) and even get their Bachelor's Degree in Manufacturing. However, you cannot study from a book on how to communicate, lead, and manage entire team to believe in the quality. At Texas American Resources Co. (2012), I was brought in to do this by changing the cooperative work culture—ultimately coaching the floor to improve the product *while* increasing production speed and cutting waste costs. My career path has prepared me to lead effectively: I began my career on the machining production side, so I understand the stress from management's expectations of output. Through education and certifications, I gained the technical knowledge behind Six Sigma and Lean Manufacturing, among many other error testing and process management capabilities. Therefore, liaising between a client's quality expectations, management's efficiency, and the production team's health, happiness and safety comes naturally to me.
2. **I will cut costs by improving your manufacturing processes.** My track record of producing cooperation with both Engineering and Quality departments has brought great success to my prior employers. I was brought on twice with Oilfield Equipment Engineering (2017) to implement and improve a failing quality system and help them pass the customer quality audit. At the same time, I reduced customer returns and saved the company money. At Patterson-UTI (2009) I was able to increase production speed and reduce scrap. I have an extensive technical and educational background in knowing what it takes to inspect, test, document and finally implement procedural improvements which I plan to bring to the [Position Title] role.
3. **I will be a champion for your clients.** As a QC manager, I am the client's advocate on the production floor. I will deliver outstanding results by assessing each of your client's unique needs; including desired product specifications, expected schedule of completion, codes, and budget— and implement the proper standards to achieve this. At Texas American Resources Co., I reported directly to both the owner and the clients. Here I learned how to lead and assign workloads to a capable contracted team, more than 12+ fitters and welders, to design blueprints, plan execution, implement the project, and achieve buy-off from the client. I was rewarded with two promotions and multiple performance-based bonuses, which helps demonstrate the kind of ambition and outstanding detailed performance I have and intend on demonstrating within your organization.

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Most recently, since the local oil industry's crash in 2015, I have held multiple roles in machining and welding. However, my professional philosophy is to find a technical and intellectual challenge, which I can only see through quality control. Throughout my career, I have demonstrated the kind of excellence in effective, innovative and impact-oriented quality strategies that will be of great value to a dynamic organization like [Company].

If you have time to chat by phone or email, my contact details are listed here. Thanks for your time and consideration, and I look forward to hearing from you.

Best,  
Samson



# CHRISTIAN KLEIN

Christopside, UT | (972) 360-0225 | [c.klein@ctut.rr.com](mailto:c.klein@ctut.rr.com) | [in /in/christian-klein](https://www.linkedin.com/in/christian-klein)

**Experienced and innovative Software Engineer with 20 years of experience restructuring systems and architecting programs to streamline processes and solve organizational inefficiencies.** Specialization in implementing Agile/Scrum/DevOps tools & methodology to efficiently manage the full software development lifecycle, from concept through delivery. Accomplished entrepreneur with a capacity to scale and effectively manage products, teams, and processes.

## Areas of Expertise

Strong Coding Methodologies • Agile/Scrum Methodologies • Data Management • System Administration •  
Fluent in C & C++ • Engineering Flow Diagrams • Test Plan Writing and Execution • Performance &  
Scalability • Network Infrastructure • Cloud Computing • Project & Program Management

## SOFTWARE ENGINEERING • HIGHLIGHTED PROFESSIONAL EXPERIENCE

Mobile Marketing Solutions, *Christopside, UT (June 2012 – Present)*

### Software Engineer

International company with a B2B sales growth platform. Team of 30 with an 80% YoY growth, including expansion in the volume of data, revenue, and team size. Responsible for writing the core Android, iOS, and Windows product for the client-facing software, which allows clients to effectively acquire and cultivate leads.

**Key Initiative:** Initiated the transition of mobile applications; migrating from a hybrid systems software (Apache Cordova) to native applications (Android and iOS) with a web view for the bulk of the user interface.

- Drafted the software roadmap to a pure native application including the user interface
- Implemented lasting architecture to sustain decades of product management, including build/test/release cycle
- Transitioned all source code to a source control revision system, Git
- Acted as project team lead to migrate the old web application platform into the new build system
- Developed JavaScript and PHP coding standards; documented and guided team on proper implementation
- Achieved the most comprehensive certification for the company's systems security protocol, SOC 2 Type I
- Relocated multiple Linux servers from traditional hardware to the Cloud with almost zero downtime
- Built and provided mentorship for the product team; assisting with hiring and managing workflow for developers

Digital Media & Design, *Christopside, UT (December 2000 – June 2012)*

### President, Lead Developer & Lead System Admin

Scaled from one home computer and one client's website – to self-maintained servers, over 1000 websites, and 10 employees. **Notable clients:** Central Utah Association of Realtors, Database for the Organization of Realtors (exclusive vendor for their data), National Association of the Remodeling Industry, and Mobile Marketing Solutions. eCommerce related industries spanned Medical, Marketing, Sales, and Real Estate. Acted as a Lead Developer and sole Account Manager.

- Designed internal frameworks that allowed quick construction and easy maintenance of sites and routine database, authentication and session tasks; built first in ColdFusion and later in PHP
- Designed the content management system which allowed users to manage freeform content and structured data
- Trained all new developers, eventually providing overall technical leadership and managing all 10 employees
- Liaised with clients and adhered to desired specifications, translating into technical solution roadmaps and executing
- Redefined a revenue-generating business model, escalating website development services into becoming client's host

## EDUCATIONAL QUALIFICATIONS

UTAH STATE UNIVERSITY, *Christopside, Utah, (1994 – 1998)*  
(Incomplete) Studied Bachelor of Science in Computer Science

## TECHNICAL CERTIFICATIONS/ COURSEWORK

**System Administration & Platforms:** Windows, Linux, Sendmail, Dovecot, Named, Cisco IOS, Solaris, RedHat |  
**DevOps Tools:** Git | **Mobile & Application Development:** Apache Cordova, Android, iOS | **Software Development Languages:** C, C++, C#, ColdFusion, PHP, Java, JavaScript, HTML, CSS, SQL/MySQL | **Cloud Computing:** Rackspace, Google Cloud, Amazon Web Services (AWS)

[Back to Cover Page](#)



# CHRISTIAN KLEIN

Christopside, UT | (972) 360-0225 | [c.klein@ctut.rr.com](mailto:c.klein@ctut.rr.com) |  [/in/christian-klein](https://www.linkedin.com/in/christian-klein)

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June 21, 2019

Re: [Position Title Applying To], [Company]

Dear [Contact Name],

As an innovative, enthusiastic and veteran Software Engineer, I am writing to express my interest in applying for the [Position Title] position at [Company]. Based on my prior 20+ years of improving teams through solid software product development in a high-growth environment—I believe I am highly qualified to work with [Company]. Below are two reasons which would make me an exceptional candidate for your team:

**I am always focused on the most important aspect... the players!** Though my work has been software design and development, I always remain focused on the client's needs. That's why I believe ardently in [Company]'s "Gameplay First" core value. A top-producing game developer and publisher like you is only as good as the players you reach and make happy. In my professional life, the same has been true of the clients and businesses whose problems I solved. By working closely with design teams and understanding their specifications at a core level, I have ensured the highest software solutions that actually improve the client-side experience. Be it client specs, gaming experience, a complex algorithm, puzzling math problem... or anything else—I believe at my core in every aspect of committing to quality.

**Engine programming, while not my background, is my next passion.** I may not have the veteran experience with game engines that other candidates may have. However, I do have the foundational knowledge behind systems engineering plus an inquisitive problem-solving nature, *backed* with the passion for the games, culture, and impact [Company] has on the world. That reach is significant—whether it impacts audiences of billions or more, or just the lives of two people (as it did 10 years ago when my wife and I found ourselves immersed in the Warcraft Universe). Yes, I have the C/C++ fluency and the proficiency with mathematics. I have the hobbies working with artist-based programs like Blender and Maya as well as hobby programming ray tracing, OpenGL, Metal and a playful approach to 3rd party engines like Unity 3d and GODOT Engine... but all that is not what qualifies me for this position. What qualifies me is my tenacity, commitment to quality and player experience, engineering acumen, persistence in learning things I don't know yet, and overall belief in what [Company] has to offer the world.

My path thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented software engineering, which I believe will be of great value to a dynamic and team-playing culture like [Company]'s.

If you have time to chat by phone or email, my contact details are listed here and on my resume. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,  
Christian Klein





# CHRISTIAN KLEIN

Christopside, UT | (972) 360-0225 | [c.klein@ctut.rr.com](mailto:c.klein@ctut.rr.com) |  [/in/christian-klein](https://www.linkedin.com/in/christian-klein)

---

June 21, 2019

Re: [Position Title Applying To], [Company Name]

Dear [Contact Name],

As a resourceful, innovative and self-starting Software Engineer, I am writing to express my interest in applying for the [Position Title] position at [Company]. Based on my prior 20+ years of improving teams through solid software product development—I believe I am highly qualified to work with [Company]. Below are three qualities which make me an exceptional candidate for your team:

**I am a problem-solver—in every sense of the term.** Many professionals in my field may have the technical expertise to program effectively. However, you cannot always easily teach the underlying curiosity for the fundamental problem and aptitude for architecting the most effective solution. My philosophy is to make it work, make it right, and make it fast. To achieve this, I bring expertise in all levels of testing; including performance, functional, integration, system, regression, and user-acceptance testing. I believe [Company] is looking for someone who can methodically analyze systems, troubleshoot, and implement results without being instructed to do so.

**I am organizationally and objective-focused.** Though my work has been software design and development, I always remain focused on the client's needs. By working closely with design teams, documenting and understanding their specifications at a core-business level, I have ensured the highest software solutions that actually improve client-side experience. This is evidenced by Digital Media & Design's 1000+ direct and indirect clients, and Mobile Marketing Solutions' impressive growth as a B2B platform. [Company] needs someone who can solve complex business issues after understanding the overall objectives and goals of you and your clients.

**I am adept at team communication.** You will note in my resume that I understand how to communicate across many technical languages, not only required to engineering/product, but also within a business setting. I have experience taking even the most complicated technical ideas and boiling them down to understandable ways for various team roles. Whether this skill was developed through my experience building my own team at Digital M&D or helping to launch the initial infrastructure for the product at Mobile Marketing—I have honed this strong sense of what it takes to navigate the intricacies of inter-team collaboration. I plan to bring this same energy and attitude to [Company].

Finally, and most importantly, my path thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my career, I have demonstrated excellence in effective, innovative and impact-oriented software engineering, which I believe will be of great value to a dynamic organization like [Company].

If you have time to chat by phone or email, my contact details are listed here and on my resume. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,  
Christian Klein



# THE COLD MESSAGE APPROACH TO GETTING INTERVIEWS

## ♦ JOB NETWORKING IN A DIGITAL AGE ♦

2/1/2019

Custom instructions and sample messages for Christian Klein

### GETTING THE RIGHT PEOPLE ENGAGED – YOUR ADVICE FOR LINKEDIN MESSAGING

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[REDACTED]

[REDACTED]

You can add up to 3 tags for your LinkedIn publication, which can be used to draw recruiters directly to your page. (his tends to be “job hunting,” “resumes” “recruiting” and stuff related to Let’s Eat, Grandma). And of course, get engaged in LinkedIn forums – posting intelligent questions/advice. This can truly get your target market clicking on your sleek, new profile. Trust me, this stuff pays off.

Another note, that since you have less than 100 connections, below the average amount (the sweet range is 500 – 1000), I recommend you really hone in on that network with meaningful connections and to make more.

[REDACTED]

### CRAFTING THE MESSAGE

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Below I’ve crafted 4 Messages

1. **Email** – Indirect Approach
2. **Email** – Direct Approach
3. **LinkedIn** – Indirect Approach
4. **LinkedIn** – Direct Approach

### THE MESSAGE [EMAIL #1: (INFORMAL/INDIRECT APPROACH)]:

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I would use this for people who aren’t necessarily spending 50 hours a week scouting out candidates to join their organization. These are influential people in your target market who can push you in the right direction (or perhaps get you in the door). The indirect approach will have a seemingly very low ‘ask’ – and not burden anyone whose direct role is not interviewing and hiring. If they are in your area...leave the coffee part in if you are feeling bold – pun intended. This message is short, humble, and should seek to engage.

This is geared towards [REDACTED]



**Subject:**

Game Engine Programmer seeking industry advice

**Message:**

Dear [Mr./Ms./Mrs./Title][Surname],

I'm a software engineer from Utah with a background in architecting systems and programs for high-growth companies. I'm reaching out because I was looking at your LinkedIn profile and was quite inspired by [something that piqued *your* interest].

While my background lends itself to many of the requisites I see with these types of programming positions, I have no formal experience with a game developer. My mission this year is to educate myself on every skill and step needed to get there, and to make some connections along the way.

I'd love the opportunity to spend some time learning more about your own unique approach to Game Engine programming. Please let me know if I could grab a quick phone call or even buy you a cup of coffee near the [specific area, if relevant] area sometime this week.

Let me know if there's anything I can do in return for your time.

Sincerely,

Christian Klein

**THE MESSAGE [EMAIL #2: FORMAL/DIRECT APPROACH]**

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I would use this one actual recruiters/talent acquisition professional in your network, especially if you know that a posting exists. These people probably **want** your cold email. Their job depends on the value you can provide as a professional. This message is a little more direct, assertive, and detailed.

This is geared towards [REDACTED]

**Subject:**

Veteran Software Engineer interested in potential opportunities

**Message:**

Dear [Mr./Ms./Mrs./Title][Surname],

I'm an experienced Software Engineer from Utah with a background in architecting systems and programs for high-growth companies. I'm reaching out because I have been keeping up with [REDACTED] and feel particularly drawn to your team's style and methodologies, and of course I have been following [REDACTED] for more than ten years now.

I have been noted throughout my career for implementing innovative software solutions for complex business problems. Implementing these solutions within growing but tight-knit teams in the most efficient way possible has been a rewarding challenge for me. My close relationships working with clients has also oriented me towards a capacity working with many key stakeholders and teams, including design teams, management, and other engineers.

I'd love the opportunity to spend 20 minutes with you to discuss any possible openings at your company, or to just learn more about [REDACTED]'s unique approach to game development. I've attached my resume as a PDF in case you would like to know more about my professional history.

Sincerely,

Christian Klein

### **THE MESSAGE [in INMAIL MESSAGE: (INFORMAL/INDIRECT APPROACH)]:**

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This is the same type of reach out as Email #1. Except condensed for the inMail messaging function for the LinkedIn platform. The workflow here is very important, so I gave you a few options to use when beginning the conversation -> all the way to getting a phone call with them.

Don't hesitate to send this message while seeking to connect with individuals (even if they're "strangers"). And once they do accept your connection... don't forget to follow up!

These are geared towards [REDACTED]

**Message #1 (Note to accept your connection. "Connect" -> "Add a Note") (FYI, 300 characters only):**

[REDACTED]

**Message #2 (Follow Up after Accepting Connection) (No Limit):**

[REDACTED]

**Message #3 (Messaging people outside your network, PREMIUM Account Only)**

[REDACTED]

### **THE MESSAGE [in MESSAGE #2: FORMAL/DIRECT APPROACH]**

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This is the same type of reach out as Email #2. Except condensed for the inMail messaging function for the LinkedIn platform.



This one may be trickier, since you'll be looking to have the same approach as above, except to people who probably work at the company and may be in the position to hire/make hiring decisions.

This message is geared towards [REDACTED]

Hello [Mr./Ms./Mrs./Title][Surname],

I'm an experienced Software Engineer from Utah with a background in architecting systems and programs for high-growth companies. I'm reaching out because I have been keeping up with [REDACTED] and feel particularly drawn to your team's style and methodologies, and of course I have been following [REDACTED] for more than ten years now.

I'd love the opportunity to spend 20 minutes with you to discuss any possible openings at your company, or to just learn more about [REDACTED]'s unique approach to game development.

Best,

Christian Klein

# CATHERINE WYATT

2636 Parkway Street | Dayton, Ohio, 45402

937-508-9755

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## INFORMATION TECHNOLOGY LEADER – NETWORK AND SYSTEMS ENGINEERING

Senior network and systems engineer with 15+ years of IT leadership experience and a proven track record of designing and implementing large-scale enterprise and service provider networks. Solid ability to manage within a fast-paced environment, while effectively communicating technical ideas to non-technical users.

- Doubled network capacity at NetSync within a 2-year period; simultaneously decreased operational expenses for business. (*Senior Engineer, NetSync*)
- Ensured reliability of large-scale provider networks for 153,000 employees and over 23 million customers. (*Network Control Center Engineer IV, Prosperity Bank*)
- Proven ability to effectively manage teams – with leadership experience in diverse and large-scale environments. (*NetSync, Prosperity Bank, and the U.S. Army*).

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## PROFESSIONAL EXPERIENCE

### NetSync Network Solutions, Dayton, OH

Senior Engineer | Strategic Planning and Infrastructure Engineering | 2016 – Present

Manages connectivity strategy and peering relationships for global NetSync network infrastructure. Facilitated additional small internet resolution nodes in smaller network markets. Works closely with a team of 3 senior engineers to implement interconnectivity solutions at a reduced price. Determines optimal locations for new DNS resolution edge sides by analyzing traffic patterns.

- **Project Management:** Created automations that improved peering and connectivity provisioning; resulted in estimated 80% reduction in time for engineers to complete tasks.
- **Operational Profitability:** Doubled network capacity within a 2-year period while decreasing business connectivity costs by 10%.
- **Network Experience:** Maintained 100% uptime during entire tenure at company.
- **Vendor Relations:** Managed NetSync relationship with network providers and ISPs to deliver IP services, peering, collocation, and caching servers.
- **Compliance:** Ensured infrastructure operating procedures met all company standards.
- **Diplomacy:** Interfaced with legal and finance teams, negotiated with suppliers, and procured 2-5 years of Internet address space availability.
- **Multi-functional Team Leadership:** Collaborated with network architecture, systems architecture, and engineering teams to determine deployment strategy and connectivity requirements.

Engineer IV | DNS Resolution Operations | 2014 – 2016

Managed NetSync Global DNS Resolution infrastructure. Collaborated with Systems Architecture team to determine strategy for growing and maintaining resolution infrastructure. Maintained systems for 17 DNS resolution data centers. Certified hardware and software solutions for network infrastructure. Provided scalable solutions for long-term stability and resiliency of network.

- **Infrastructure Environments:** Ensured 100% availability of DNS resolution infrastructure.
- **Cost Reduction:** Improved capacity by replacing 65 remote internet resolution nodes with over 100 new nodes, while reducing cost per node by 80%.
- **Project Management:** Improved connectivity and latency to critical DNS services by working closely with peers at over 50 internet exchanges.





## Engineer IV | Network & Security Architecture | 2012 – 2014

- **Budgeting:** Developed NetSync Edge Resolution architecture to support capacity growth requirements in 2013 and 2014, operating within an annual capital budget of \$8 million.

## Engineer III | Network & Security Operations | 2006 – 2012

Project manager responsible for supporting NetSync naming and network intelligence business units. Worked closely with network architecture to determine strategy for naming data center and corporate network infrastructure. Ensured 100% availability of DNS resolution infrastructure. Protected DDOS mitigation customer networks during large-scale attacks. Integrated new sites into NetSync network.

- **Compliance:** Improved compliance with policies from 50% to 98%.
- **24/7/365 Network Support:** Provided constant escalation support and network security.

## Prosperity Bank, Dayton, OH

### Network Control Center Engineer IV | 1998 – 2006

Supported large WAN with over 17,000 routers, firewalls, switches, and hubs at over 6,200 locations. Provided a wide range of services including improvement of security, stability, and reliability of network.

- **Large-scale Network Engineering:** Supported 153,000 employees by ensuring reliability of network, resulting in minimized interference with service to over 23 million customers.
- **Team Management:** Led a team of 14 engineers in TX and CA operations centers; managed ticket assignments, workflow, and incident/crisis management.
- **Documentation:** Wrote foundational security policy for Prosperity Bank network and ensured 6,500 routers were compliant with policy.
- **Mergers:** Supported integration of two large networks during merger (Southwest Bank and Prosperity Bank).
- **Technical Leadership:** Provided additional technical leadership on a variety of network problems.
- **Network Reliability:** Maintained reliability of Prosperity Bank Network, while minimizing downtime caused by service outages.
- **Mentorship:** Mentored and cross-trained other engineers on managing and troubleshooting Prosperity Bank network.

## United States Army, Ft. Carson, CO

### PC Technician | 1991 – 1997

- **Leadership:** Managed 5 soldiers who were responsible for delivering top-notch customer service.
- **IT Support:** Assisted in installation and configuration of Netware 3.12 network; provided hardware and software support for 30 computers.

## TECHNICAL CERTIFICATIONS

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- **Certified Information Systems Security Professional (CISSP)**
- **Program Committee: Internet Research Organization | 2014 – 2016**
- **Program Committee: Internet Connectivity Working Group | 2018**
- **Advisory Board: Nonprofit Internet Exchange | 2017 – 2018**

### Areas of Expertise

**Network Operations • Project Management • Product Development • Vendor Negotiations • New Data Implementation • Business and Technical Writing • IT Management**  
**System Logs Analysis • Network Architecture • System Documentation • Technological Proficiency • Drawing and Schematics • Leadership • Operational Profitability**

# CATHERINE WYATT

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937-508-9755

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June 11, 2019

RECIPIENT NAME

RECIPIENT TITLE

COMPANY NAME

OFFICE/COMPANY ADDRESS

OFFICE/COMPANY CITY, STATE ZIP

Dear RECIPIENT TITLE. RECIPIENT FIRST NAME RECIPIENT LAST NAME,

As an experienced technology professional with a strong focus in network engineering, I am writing to express my interest in the **senior manager of platform engineering** position at COMPANY NAME. I have several years of relevant team leadership experience – coupled with a grounded history of working within diverse large-scale network environments.

Below are three past experiences and accomplishments that qualify me for the role:

- **I have experience working in large-scale diverse environments:** For the last 12 years, I've been promoted to various roles at NetSync, which currently manages 151.7 million domain names and helps process more than 152 billion daily queries. NetSync has maintained 100% operational stability for years; I am a part of a tribe of senior engineers who have helped maintain 100% uptime during NetSync's robust history. I believe that my experience in supporting high-availability production network environments would bring great value in supporting COMPANY NAME (...here's where I would specify what you would be doing in your future role).
- **Team Management:** I bring 20+ years of experience of leading, training, and managing professionals in technical roles, mostly in large-scale network environments. I not only manage teams; I improve team dynamics and processes. At both Prosperity Bank and NetSync, I improved the staffing, documentation, and training processes of these technical teams who supported critical services for the organization—while simultaneously reducing the demands on 24x7 Tier 3 operations and engineering teams. I also drastically improved policy compliance at NetSync from 50% to 98% while only within my first role.
- **Diplomacy:** While working as Senior Engineer at NetSync, I determined we only had 6 months of IP addresses remaining at our utilization rate. This major problem required that I address many different key players within the organization—including our legal team, our CFO, and vendors who would help us implement solutions. I immediately began researching the pricing on the open market and built a business case showing our availability, utilization rate, and expected depletion time. After weeks of negotiation, communication, and refining the business case repeatedly, the project finally was budgeted for \$250,000, and the address space was assigned to NetSync.

Please let me know if you have time next week to speak about this job opportunity. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Catherine Wyatt



# CATHERINE WYATT

2636 Parkway Street | Dayton, Ohio, 45402

937-508-9755

[Catherine.Wyatt@gmail.com](mailto:Catherine.Wyatt@gmail.com) | [/in/wcatherinewyatt/](https://in.wcatherinewyatt/)

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June 11, 2019

RECIPIENT NAME

RECIPIENT TITLE

COMPANY NAME

OFFICE/COMPANY ADDRESS

OFFICE/COMPANY CITY, STATE ZIP

Dear RECIPIENT TITLE. RECIPIENT FIRST NAME RECIPIENT LAST NAME,

As an experienced technology professional with a strong focus in network engineering, I am writing to express my interest in the **technical project manager** position at COMPANY NAME. I have several years of technical project management experience – and a solid history of managing teams within a large network environment.

Below are three reasons I believe I will be a good fit for the role:

- **I have experience working in large-scale diverse environments:** For the last 12 years, I've worked at NetSync, which currently manages 151.7 million domain names and helps process more than 152 billion daily queries. NetSync has maintained 100% operational stability for years; I am a part of a tribe of senior engineers who have helped maintain 100% uptime during NetSync's robust history. I believe that my depth of experience in supporting high availability production network environments would bring great value in supporting COMPANY NAME (*...here's where I would specify what you would be doing in your future role*).
- **I save time and money for organizations:** In my latest role as senior engineer, I was tasked with improving peering and connectivity provisioning. Although senior engineers have historically spent *minutes* to complete related tasks, I created an automation that decreased that amount of time to *seconds*. I also was tasked with doubling NetSync's network capacity within a 2-year period. I not only accomplished this task but I also simultaneously decreased the company's operational expenses by over \$30k each year.
- **I have proven technical project management experience:** While working as senior engineer at NetSync, I determined we only had 6 months of IP addresses remaining at our utilization rate. This created a *major problem* for our organization, so I immediately began researching pricing on the open market and built a business case showing our availability, utilization rate, and expected depletion time. After refining the business case repeatedly, I completed the project while jumping through the hoops involved in communicating with a diverse group of key players.

*[Possibly address a shortcoming or make a specific connection here in a sentence or two.]*

Please let me know if you have time next week to speak about this job opportunity. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Catherine Wyatt

## **Catherine Wyatt LinkedIn Summary**

The LinkedIn Summary should be a hybrid between resume + cover letter best points, but you should omit the private, juicy details. It's an opportunity to brag about yourself, but since it's on a public platform – some things may be a little too much vs. a cover letter. (For instance, I may not include all the improvement numbers for NetSync) It should demonstrate some of your human traits, so I recommend writing in first person. You want to make it as personable as possible while hitting the appropriate keywords.

### **Headline:**

***IT Leader | Network & Systems Engineering | Project Management***

### **Summary Description:**

I am a senior network and systems engineer with 15+ years of IT leadership experience. I have managed many large projects, including the design and implementation of large-scale enterprise and service provider networks. I enjoy working within a fast-paced environment, while effectively communicating with a diverse group of professionals -- including, finance, legal, and vendors.

I began my career in the U.S. Army as a PC technician and since then have worked my way up through a variety of senior roles at Prosperity Bank and NetSync. For the last 12 years, I've supported NetSync, which currently manages 151.7 million domain names and helps process more than 152 billion daily queries. NetSync has maintained 100% operational stability for years; I am a part of a tribe of senior engineers who have helped maintain 100% uptime during NetSync's robust history.

In my career, I have been able to accomplish the following:

- As a Senior Engineer – double the network capacity at NetSync within a 2 year period; simultaneously decreasing operational expenses.
- As a Network Control Center Engineer – ensure the reliability of large-scale provider networks at Prosperity Bank (for 153,000 employees and over 23 million customers).
- Within various roles, prove my ability to effectively manage teams – with leadership experience in diverse and large-scale environments.

I truly enjoy working within network environments—from the project management aspect to working closely with the teams that make the magic happen. **[I just said something generic here, but I wanted to get your specific “why.” Why are you in this career path, Catherine?]**

These are some competencies developed during my career:

- Network Operations
- Team Leadership
- Project Management
- Product Development
- Compliance
- Infrastructure Environments
- DNS Resolution
- Informations Security
- IT Management
- Networking Technology

If you are interested in connecting for a job opportunity, please message via InMail or email me at [Catherine.Wyatt@gmail.com](mailto:Catherine.Wyatt@gmail.com).

