

PROFESSIONAL RESUME WRITER

Branded Resume Development / ATS Optimization & Compliance / Client-Centered Career Storytelling

Innovative, client-centered Resume Writer with 15+ years of experience developing targeted, results-oriented resumes and career marketing documents that generate interviews. Author of *The Get-A-Job Manual* and President of The Resume Store, where I've helped thousands of job seekers across all industries—from entry-level to C-suite—get noticed, get interviews, and get hired. Known for leveraging deep human resources insight, strong marketing intuition, and ATS knowledge to produce resumes that consistently pass scans and impress decision-makers.

CAREER HIGHLIGHTS

- *Built The Resume Store into a trusted, top-rated service, earning 140+ 5-star Google Reviews as of May 19, 2025, and maintaining a flawless A+ BBB rating.*
- *Personally helped over 2,500 job seekers secure interviews and offers across 50+ industries, from entry-level to executive.*
- *Achieved a verified 85%+ interview success rate, consistently producing documents that generate attention and interview invitations.*
- *Authored and published The Get-A-Job Manual, used nationwide as a practical guide for navigating job markets and preparing for interviews.*

Core Competencies

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

PROFESSIONAL EXPERIENCE

THE RESUME STORE | Largo, L

2009 – Present

President, CEO / Professional Resume Writer

As sole writer and owner of The Resume Store, I personally create every resume, cover letter, and LinkedIn profile. I manage all consultations, writing, edits, and delivery. As of May 19, 2025, my work has earned 140+ 5-star Google Reviews, demonstrating unmatched quality, client satisfaction, and proven interview success.

Achievements:

- Personally executed every resume, cover letter, and LinkedIn profile with strategic precision and full ATS compliance.
- Developed 1,000s of branded, results-driven documents that consistently elevated client interview rates.
- Maintained a flawless 5-star rating through personalized service, rapid delivery, and unmatched writing quality.
- Delivered seminars and 1:1 guidance that helped job seekers navigate career transitions and overcome market barriers.
- Increased monthly client volume 3x by refining intake strategy and document structure.

CAREERSOURCE PINELLAS | Clearwater/St Peterburg, FL

2014 – 2017

Professional Resume Writer

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

Achievements:

- Empowered 300+ underserved job seekers with resumes designed to secure interviews across public and private sectors.
- Led personalized coaching sessions that aligned resume messaging with targeted career goals.
- Collaborated with employment coaches to maximize placement outcomes and job readiness.
- Created state- and federal-compliant resume templates to support high-volume workforce development programs.
- Empowered clients facing barriers—such as gaps, convictions, or limited work history—by crafting strength-focused resumes that reopened doors to interviews and employment.

SHERR ENTERPRISES | Palm Harbor, FL

2001 – 2009

Owner/Professional Resume Writer

Built and operated an independent resume business serving professionals during an economic downturn. Focused on delivering high-quality, affordable, and persuasive resumes tailored to client goals. Gained recognition for hands-on client service, fast turnaround times, and high success rates in interviews and callbacks.

Achievements:

- Founded and scaled a resume writing business during a turbulent job market, helping over 1,000 job seekers land interviews.
- Specializing in career changers and returning professionals, produced resumes that revitalized stagnant searches.
- Established partnerships with local employment centers and job boards, generating steady referrals and community trust.

CUMBERLAND FARMS/GULF REFINERIES | Tuckerton, NJ

1995 – 2001

General Store Manager

Led daily operations of a high-volume convenience store, reversing financial losses and driving sustained profitability. Supervised a team, enforced company standards, improved customer service, and reduced shrink. Recognized multiple times for leadership, operational excellence, and sales performance.

Achievements:

- Reversed \$12K/month losses to \$33K/week in sales through superior leadership and customer service.
- Received five Managerial Excellence Awards for operational and team performance.
- Built a results-driven team culture that improved retention and increased upsell metrics.

A. PONNOCK, INC | Camden, NJ

1968 – 1995

Vice President of Sales

Managed multi-state territories, trained and mentored a regional sales force, and consistently exceeded sales goals. Opened key national accounts and drove long-term growth for a major toy distribution company. Known for team-building, client retention, and creative sales strategies during both boom years and recessions.

Achievements:

- Spearheaded sales strategy across a 9-state territory, leading a 25-member team to deliver consistent double-digit growth for over two decades.
- Personally secured multimillion-dollar national retail accounts that drove 35% of the company's total revenue during peak performance years.
- Developed and led a structured sales training program that increased rep productivity by 30% and reduced onboarding time by half.

EDUCATION

Temple University – Philadelphia, PA

Bachelor of Arts in Marketing, Advertising, and Business Law
Minor: English & Creative Writing

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Philadelphia Technical Institute – Philadelphia, PA

Certificate in Commercial Art, Advertising & Sign Painting

TECHNICAL SKILLS

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

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

Communication & File Sharing: Zoom • Dropbox

Career Tools & Platforms: ATS Platforms • LinkedIn Optimization Tools

MILITARY SERVICE

United States Navy

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