

The new format you see below is a Word document that can be emailed. When displayed on the screen it looks like it's on beige, textured paper!

"Before" Version...

"After" Version...

Jennifer Briner
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PROFESSIONAL OFFICE MANAGER
Results Driven, Team Motivator, Project Coordinator, Strategic Marketer

SKILLS & STRENGTHS:

- **Organize and manage** multiple and complex projects to meet demanding deadlines
- Oversee the operations of an office and its various departments
- **Direct project teams** for marketing and advertising campaigns and websites
- **Experience in medium to large event management**
- Experience in the real estate industry
- Manage the components of franchising a company and supporting its franchisees
- Strong presentation skills in a seminar and corporate training setting
- Create and design various types of marketing materials for print, radio and video
- Experience in **graphic and web design, blog and social media marketing**
- Basic skills in **video/audio production and editing**
- **Advanced computer skills:** Word, Excel, Power Point, Publisher, Visio
- **Creative design skills:** Adobe Photoshop, Illustrator
- Basic **film and sound editing** skills: Apple Movie, Soundforge, Audacity

PROFESSIONAL EXPERIENCE:

- Operations Manager, HOME WEALTH** Long Beach, CA - August 2006 to Present
- Oversee, organize and manage the projects and internal operations of the company.
 - Organized and manage the components, compliance and legal documents of franchising the company.
 - Provide support to franchise sales and franchisees.
 - Manage the configuration of the proprietary franchise management software.
 - Collaborate with external strategic alliances.
 - Create and direct the production of the company's advertising and marketing campaigns.
 - Organize and manage seminars and trainings.
 - Design marketing materials for print, web and email marketing campaigns.
 - Develop and maintain the company blog and social media marketing campaigns.
 - Support the President with managing all correspondences, research and meetings/events.
 - Prepare written correspondence pertaining to real estate, franchise and legal matters.
 - Provide basic bookkeeping and billing/payables.
- Administrative Assistant, HWCO, LLC** Nevada & California - November 2004 to August 2006
- Coordinate and maintain real estate contracts and documents required in real estate transactions
 - Coordinate timelines for company's projects for each department
 - Create and maintain written and verbal correspondences with clients and associates
 - Organize files and supplies for the company
 - Communicate and assist clients in traditional and creative real estate transactions

PREVIOUS PROFESSIONAL EXPERIENCE:

- Owner/Operator, Visionary Printing Services,** Long Beach, CA March 2002 - September 2005
Owner, Wedding Visionary Certified Consultants, Long Beach, CA August 2002 - September 2005
Shift Supervisor, Hope and Help, Long Beach, CA November 1995 - June 2002

EDUCATION AND CERTIFICATION:

Real Estate License in California
Bachelor of Arts - Psychology California State University, Long Beach - June 1995

References: Upon request

Jennifer
B · R · I · N · E · R

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Franchise Operations Program Manager
Industry Reputation as "The Jenn-Of-All-Trades"

*Marketing / Branding • Online / Social Media Campaigns • Networking
 Graphic / Website Design • Administration / Leadership • Film Editing / Production*

Forwardthinking Franchise Management Specialist with a strong history of leading challenge-driven businesses through successful start-up, turnaround, and accelerated growth phases. Cross-functional expertise accompanied by an impeccable record of optimizing organizational growth, productivity, and efficiency; equally skilled at ensuring specialized legal compliance. Well-regarded for broad range of keen business, technical, marketing, and administrative skills. Reputation for seamless integration of lucrative process enhancements. Strong leader with long-range strategic vision; unique talent for envisioning, planning, and achieving "the big picture". Cultivate top-performing, multi-talented teams. Refined interpersonal, negotiation, and presentation skills.

"[Thank you] for your dedication to our internet marketing campaign. Were it not for you, we wouldn't have an online presence... You were efficient and responsive; your level of service made me feel as if you were only working on my project. Our site looks beautiful, our emails are professional, and the feedback has been amazing! We have had over 300 hits in our first week alone! And I love saying "Check out our website!"

Thank you Jennifer, you have made a world of difference for our business."
Kara Jones, Chief Instructor / Unified Self-Defense Studios - White Beach, FL

S · N · A · P · S · H · O · T

Repeated record of fast-track promotion into roles of increased accountability while driving value.



- Shift Supervisor, BOYS TOWN USA - Seashell, FL..... Early Career
 Executive Assistant, ABC MANUFACTURING, INC. - Star Fish Cove, FL..... Early Career
 Founder / Manager, VIRTUAL ASSISTANT TO GO - Sand Beach Island, FL..... Early Career

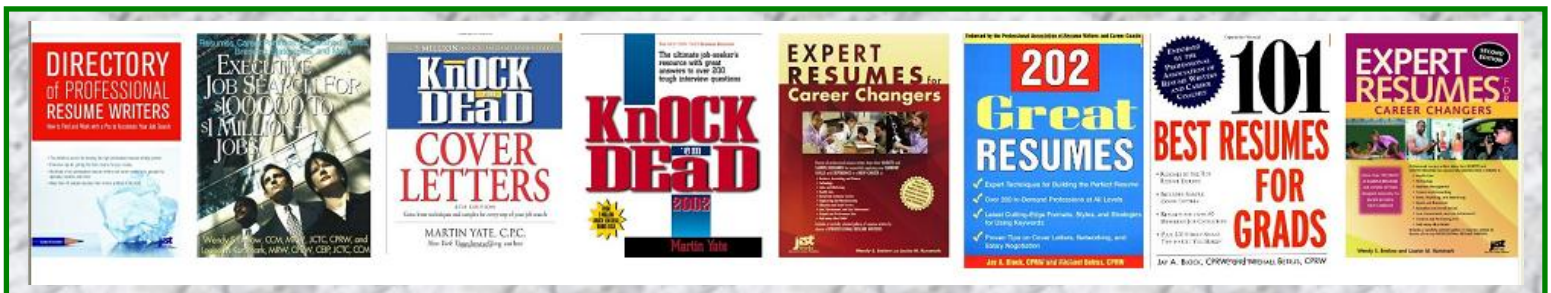
E · X · P · E · R · I · E · N · C · E

Franchise Operations & Project Manager
 HOME WEALTH/TDCO, LLC - White Beach, FL 2004 to Present
 Successfully led company through extensive organizational development and franchise expansion. Recruited by CEO to assist with founding and building a profitable company franchise operation. Stepped in and immediately assumed entire scope of weighty leadership responsibilities encompassing all executive core functions. Concurrently accountable for short- and long-range strategic planning, operations, marketing, and program management functions.

Continued...

Note: These are screen shots and do not reflect the actual quality and clarity of the documents.

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Continued on page 2 where you'll see an explanation of why this works so well..

Résumés Reinvented... Why this works...

The New Science Behind Résumés

If your résumé doesn't leap off the page with an offer they can't refuse, it's not doing its job!

Here is where you can find the “real deal” on information that will help you have a résumé that will literally *catapult* itself on to the desk of hiring managers! The résumé sample you see here (on page 1 above) has been quite a while in the making. (Please note: There also various other styles / designs available with this concept.) Believe it or not, there is quite a bit of “science” (and art too) behind what you see that makes it so powerful and effective. Here are a few of the reasons of why it works so well. Remember, the design has to be eye-catching and dynamic, but it also has to pack a powerful punch showing the value you can add!

From the hiring manager's point of view, they ask the following 5 questions when viewing résumés:

- What does this person want to be when they grow up? (*What type of position are they seeking?*)
- If we hire them, what can they do for us? (*What value will they bring to the table?*)
- Have they done this before? (*Do they have an established background in this line of work?*)
- If so, what value did they bring in to those roles? (*What have they accomplished in the past?*)
- What makes them different from everybody else applying? (*Why should we hire this person?*)

This format effectively guides them and answers all of these questions (and in the right order) because:

- 1) First, the “look” grabs immediate attention, it's different, refreshing, compelling, and polished. It impresses them before they've read the first word. It's a scientific fact that most people are visually-oriented; here's an explanation of what happens in the brain when it sees something pleasing like this amidst the plain résumés:

Scientifically Speaking...

The pre-optic part of the hypothalamus is twice the size in men as in women, with twice as many neurons, so it's very “visual.” But women too make many major decisions based on pleasing visual data the encounter. We are very easily captivated visually – captivated by what they see. But because we each process vision in our occipital lobes (which are located at the back of our brain) and we make logical, rational / wise decisions with the front of our brain (in the pre-frontal cortex), there is quite a bit of activity required in order to make a decision. So the human will literally have a chemical and biological reaction to the stimuli they see before they even have a chance to logically “think” about it! (First impressions can make or break you!)

- 2) Second, the résumé format clearly states the answer to the first question first – at the top: “What does this person want to be when they “grow up?” In the headline title it hits the bulls-eye!
- 3) Third, the paragraph under the headline shows the answer to the second question: “What can this person do for us?” It does this very powerfully to showcase real value to a potential employer.
- 4) Fourth, the “Snapshot” helps them see, at a glance, the answer to questions 3 and 4. It shows not only the type of work you've done in the past, but the value you brought to each role.
- 5) And last, the unique branding statements included will make you stand out as “different” (in a good way) from the competition. Plus, the writing throughout is powerful – it matches the look!

This document has the most value of any we've ever seen. The look and content are value-packed and outstanding in every way! It flows well and guides the reader as you subtly take control of what they will perceive about you and your value. Why put together a boring, standard, bare-bones document, that looks and reads like all the rest when you can knock their socks off? If they didn't recognize you before, they will sit up and take notice when we're finished! Before they've even read the first word they'll say “Wow, this one is different!” This is polished, professional, and pops off the page! This could be the ticket to your next dream job.

Tracy Parish, CPRW

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