



# LINKEDIN SUMMARY SAMPLES

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### **ADMINISTRATIVE**

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#### **Medical Biller**

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I enjoy analyzing issues and developing solutions to benefit medical practices and their patients, which makes my profession as an Epic billing analyst a perfect fit for me. I have spent the entirety of my career in medical offices; initially I took on three-quarter time positions in billing and coding that allowed me to follow my children's school schedule, but I worked my way up into an Epic Account Representative position where I managed high-dollar claims. Due to my performance in that role, I was named to BJC's Special Billing Team tasked with implementing Epic, establishing policies and procedures, and training team members. My managers trust me to handle complex, detail-oriented processes normally handled by analysts with more experience. Along with my knowledge about billing processes and ICD-9 and CPT codes, I am accustomed to interfacing with insurance companies and patients regarding the status of claims.

While employed at Sutter, I pursued and completed Epic billing certifications. I am eager to continue providing high-quality support in medical settings, as I display high professional standards and a steadfast commitment to quality.

Expertise areas: ICD-9, CPT, Epic Resolute, billing and coding, insurance reimbursement, collections, accounts receivable, training, supervision

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#### **Art Gallery/Administrative Assistant**

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Art is Rose's passion and delivering exceptional administrative support is what she does best. With 30 years of experience as a practicing artist, Rose exhibits proven expertise in drawing, painting, ceramics, textile print, sculpting, and paper-making. She also excels at performing a wide range of clerical duties, including travel arrangements, purchasing, and document preparation. Those around Rose rely on her proven talent to get the job done quickly and efficiently.

Her blended background as a travel agent, caterer, and sous chef allowed Rose to showcase the unique ability to enthusiastically take on challenges, meet deadlines, and resolve arising issues promptly and assertively. Her previous roles also demanded exceptional organizational abilities. Balancing and prioritizing shifting and diverse responsibilities requires effective planning skills, which Rose undoubtedly possesses.

Along with a Bachelor of Fine Arts Degree and a Secretarial Degree, Rose is a multilingual professional with fluency in French, English, and spoken Polish. Her broad experience also encompasses experience leading community-based art activities for children, traveling across the world to gain exposure to local arts and crafts, and regularly pursuing professional development opportunities to improve her craft as an artist.

To others, Rose is known as a highly creative, detail-oriented, and customer-focused team player who displays a genuine passion for the visual arts as well as an unparalleled work ethic. Simply put, she is truly committed to exceeding expectations and delivering the highest level of service and support at all times.

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### **ART / MUSIC / DESIGN**

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#### **Interior Designer**

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Interior Designer Tami Perez is a highly accomplished professional with more than nine years of experience encompassing diverse commercial / retail, corporate, and residential projects. Throughout her career, she has channeled her creativity and artistic ability into designing spaces that are simultaneously useful and aesthetically pleasing to clients. Tami's diverse skill set enables her to manage projects from conceptual visualizations and design development through completion of construction.

Tami's inspiration and eye for design was shaped while growing up surrounded by the natural beauty of Hawaii and further refined through exposure to design ideas from around the globe through international travel. Leveraging this diverse background and the solid design skills she acquired during her BFA studies at California College of the Arts, Tami creates distinctive solutions according to clients' wishes, as demonstrated in her appearance on a hit HGTV show in the fall of 2012.

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In 2008, Tami founded her own studio, providing interior architecture and design services for a wide range of clients. Whether serving a high-end client seeking to remodel a penthouse or a small business in search of design guidance for a new office space, Tami's solid industry experience allows her to provide customized design services that fulfill clients' goals as well as her own passion for improving the lives of others. She feels no greater reward than delivering a finished product that resolves functional and visual challenges, fulfills the client's vision, and positively impacts their day-to-day lifestyles.

Leveraging her positive attitude and leadership style, she excels at developing focused creative teams and cultivating productive client-contractor relationships. An additional strength of Tami's is her versatility: developing and directing the overarching vision while managing precise details to ensure all project aspects meet clients' needs and achieve their vision.

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### Art Director

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I possess a 20-year history of providing clients with project management and art direction for brochures, catalogs, and direct mail campaigns. Since 2003, I have supported freelance clients in achieving sales success by crafting compelling and meaningful book/audio publication images.

As an entrepreneurial creative thinker, I offer a unique combination of sound business acumen coupled with a keen eye for appealing images and captivating branding solutions. In each project, my essential role is "visual translator," which involves using visual language to communicate verbal ideas, concepts, and goals. I use my artistic and marketing skills to convert messages into effective presentations that resonate on conscious and subconscious levels.

I am proficient in InDesign, Photoshop, Illustrator, ProofHQ Online Proofing Software, FileMaker Pro, Google Docs, MS Publisher, and Word. My areas of expertise include design, art direction, project management, print buying, direct marketing, teamwork/team leadership, process improvement, client relations, and vendor management.

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### Hair Stylist

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A client-focused and technically skilled hair and makeup artist, Maria White has been helping men and women feel confident and beautiful inside and out for the past 15 years. Throughout her professional history, Maria has cherished the opportunities to create interpersonal connections and build relationships with a wide range of clients. Maria consults with clients to assess their needs and desires in order to deliver jaw-dropping results that enhance her clients' natural beauty and consistently exceed their expectations.

With a passion for transforming clients and ensuring they look and feel amazing, Maria maintains up-to-date knowledge of the latest trends, styles, and techniques. By maximizing the customer experience and valuing her clients' opinions, she not only focuses on the end results but works to make sure the individuals in her chair leave feeling happier than they arrived.

Maria has served a wide range of clients, ranging from brides and bridal parties to performing artists and industry professionals preparing for photo shoots, commercials, and awards shows. In addition to her professional career, she is committed to using her talents to benefit the less-fortunate, recently donating her time and talent to provide full makeovers to preteen girls living in homeless shelters. For Maria, this experience serves as the pinnacle of her ultimate goal to helping people look and feel beautiful when they look in the mirror.

Expertise areas:

Weddings & Special Event Styling, Dimensional and Corrective Color, Precision Cutting, Hair Straightening, Hair Extensions, Full Makeup Artistry, Aesthetic Services, including Full-Body and Facial Waxing, Hydro-facials, Wig Styling

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### Music Executive

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I am a senior music industry executive with 15 years of experience in artist/product marketing, artist management/relations, digital and social media, product management, and strategic marketing.

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As an entrepreneurial-minded artist and advocate, I have the unique ability to think strategically about the macro and micro levels of a campaign, project, or artist's career. I am passionate about innovative problem solving and bringing out the best in my colleagues and clients.

Specializing in project and budget management, emerging technologies, copywriting, negotiating, sales/business development, and crowdfunding, I have additional expertise in media planning/buying, SEO/SEM, street teams/online teams, event planning, digital content development, and more.

Working with such artists as Britney Spears, Justin Timberlake, Pink, Jordin Sparks, and CeeLo Green, I have managed social media campaigns and developed creatively aligned partnerships to generate press coverage and create monetized platforms. I am also an accomplished speaker, lending my expertise to Stanford University, New York University, and more as a panelist and presenter of topics like "Personal Branding" and "Music Marketing and Promotion."

As the founder of We Dance, I developed the only dance experience for grown women as an alternative to high-stress professional dance studios in Manhattan. Named AM NY's "Best Dance Class" and with five-star Yelp reviews, We Dance has offered all-level choreography in a stress-free dance party since 2003. With self-love and body confidence at the core of our curriculum, we have celebrated with thousands of clients and hundreds of private parties. We Dance has plans to expand to Austin, Texas and San Francisco, California.

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### **BUSINESS AND MANAGEMENT**

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#### **Category Development Manager**

As an experienced and accomplished Category Development Manager, I bring expertise positioning consumer products for significant growth – generating millions of dollars in revenue. During my career, which includes progressive experience at Colgate-Palmolive, I have developed and executed business strategies resulting in notable product category expansions in highly competitive categories. One of the cornerstones of my success is my commitment to delivering uncompromising service to my business partners – both internal and external. I am known for my ability to cultivate meaningful, productive relationships rooted in a deep level of trust, integrity, and respect. Operating with a high degree of collaboration and a win-win mentality while leveraging my in-depth consumer and market knowledge, I have led my teams to develop compelling strategies that increase products' category share and drive revenue growth for leading U.S. retailers.

Select career highlights include:

- Achieving \$350M (4% increase) in battery sales for Kmart (FY2016)
- Expanding Energizer's shelf presence 50%, resulting in \$12M growth among Energizer's business and a \$4M increase in Kmart's revenue
- Capturing \$10M in increased category sales through national rollout of 7,000 battery unit
- Contributing to 15% brand growth and \$50M in Energizer sales, reversing a 2-year category decline

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#### **Business Manager**

With a unique combination of strengths in strategic sales, marketing analytics, and business operations, I have the skill set necessary to drive efficiencies, expand profitability, and achieve peak performance across a wide range of industries. Over the course of my 10-year career history, I have optimized outcomes by leveraging innovation and market research to continually build profitable organizations. Whether spearheading high-profile projects, managing client relations, or analyzing complex data, I approach every task with clarity and commitment.

Throughout my career, I have been recognized for keen ability to quickly build rapport with both customers and colleagues. I currently am seeking a challenging opportunity that allows me to further demonstrate my relationship management expertise and sharp business acumen to optimize business operations and increase profitability. To others, I am known as a driven, energetic team leader and problem solver who eagerly embraces challenges and adapts well to new environments.

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### Supply Chain Manager

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I am a leader in supply chain management and a driver of process improvements with more than 13 years of experience spearheading improvement initiatives for global companies in the retail and consumer packaged goods segments. Working for world-leading companies, such as Kmart and Prairie Farms, I have been able to save millions of dollars by optimizing supply and distribution networks, recommending consolidations, and eliminating the use of external warehouses. Having earned my Six Sigma Black Belt and Green Belt, trained in lean manufacturing, and completed my APICS CSCP certification, I have the knowledge and organizational skills needed to develop more streamlined operations.

Additionally, I can offer training and competency in the areas of operations research, statistics, quantitative analysis, and project management. My education – both undergraduate and graduate – focused on industrial engineering.

Specialties: Supply Chain Operations, Research, Supply and Distribution Network, Optimization, Inventory Strategy, Lean Six Sigma, Process Improvement, Analytics, Continuous Improvement, Inventory Management

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### CUSTOMER SERVICE

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#### Customer Service Representative

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Known as a self-motivated customer service professional, I offer strong supervisory, technical support, and administrative experience across the aviation, insurance, manufacturing, and distribution industries. I possess a stellar background in sales and data entry, combined with a record of handling confidential information and efficiently managing concurrent tasks with ease. Relying on my solid communication and problem-solving skills, I am able to build strong rapport with both clients and vendors while quickly resolving their questions, concerns, or issues.

My most recent roles demonstrate my success in streamlining processes, meeting deadlines, and ensuring compliance with regulations while enhancing customer service. I embrace the challenges that may come with providing a stellar customer experience, and I am known by others for my expertise in improving efficiency, minimizing risks, increasing profitability, and shrinking losses.

I am known as a solutions-focused professional who recognizes the interdependence of people, processes, technology, and organizational culture, and I have the people skills and drive necessary to excel as a customer service representative.

Expertise areas: Negotiations, Strategic Planning, Customer Relations, Team Leadership, Marketing, Inventory Control, 5S Methodology, Purchasing, Shipping Coordination, Critical Thinking, Material Handling.

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### EDUCATION

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#### School Administrator

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As an educator with nearly 15 years of experience in administration and teaching in both public and private schools, I am uniquely qualified to take on a leadership position to nurture the academic excellence of a new school.

I recently returned to the U.S. from Japan, where I spent three years as Director of Teaching and Learning of the English language program at KAIS International High School. I headed the English department, which included English as a Foreign Language classes and a U.S.-style English program for students already fluent in the language. In this role, I developed curriculum and supervised and evaluated faculty. Prior to moving to Japan, I held teaching and administrative positions at schools in California, Massachusetts, and Tennessee. In these roles, I participated in establishing school goals and vision in addition to managing budgets, parent relations, key events, teachers, and staff.

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Currently, I am enrolled in the Master of Education program at SMU, focusing on the talented and gifted. Based on my wide-ranging and dynamic skill set, I am eager to bring innovation and excellence to your institution.

Specialties: Curriculum Development, Budget Administration, Goal Setting, Strategic Planning, Faculty Oversight, Writing, Teacher Observations, Cultural Diversity, 21st-Century Curricula

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### Education Administrator / Consultant

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With more than 13 years of experience working with educators, children, and families, I am committed to channeling my expertise into helping schools and educational programs align practices with vision so that students fulfill their greatest potential. Whether I am working as an educational consultant or as a director of a nonprofit focused on education, I am capable of developing practices and standards to help teachers and students achieve.

After earning a bachelor's degree in psychology and child development, I became the Applied Behavioral Analysis Clinical Director for the Angels Foundation, which provides therapy programs for children with disabilities and research programs to promote critical thinking and leadership. Subsequently at The Early Learning Coalition, I supported early childhood education by connecting 2,400+ teachers with professional development opportunities. For the past two years, I have worked with area school districts, private schools, and nonprofits as an educational consultant committed to delivering innovative solutions and optimal outcomes.

Overall, I am an outstanding project and program manager who can train teachers, evaluate measurement techniques, distill action plans from data, develop excellent relationships, and help schools meet goals.

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### **ENGINEERING**

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#### Data Engineer

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As a data engineer with over 15 years of experience in software developer, team lead, and product owner roles, I am well-versed in quality assurance and data analytics, as well as all related data engineering languages and technologies. In addition to my bachelor's degree in applied mathematics, I have acquired extensive knowledge of various testing, special data, version control, and workflow tools.

I have fulfilled data and software engineering roles in business planning and operations, map change warehousing, and system testing. Using my superior leadership skills, I am capable of training, mentoring, and supporting teams responsible for data warehousing, data model creation, ad-hoc reporting, and data visualization. As a product owner, I leverage my strong analytical and communication abilities to work with both technical and non-technical stakeholders, managing and prioritizing team activities and evaluating data and products, resulting in significant financial savings to the company.

As a team lead, I am accustomed to managing high-profile projects. For example, I played a major role in integrating QA into the product development process, moving the company toward continuous integration by creating intricate test approaches involving linear algebra and Python plotting. The result was an Advanced Driver Assistance System (ADAS) with map attributes describing physical properties of the road through mathematical models and predictive, real-time applications that impacted car behavior.

I have always used my natural curiosity and innovation when playing key roles in the development process, whether I am building automated test tools, dissecting legacy code, developing testing approaches for new code, or executing test plans.

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#### Process / Chemical Engineer

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Throughout his career, Sam Smith has attained success in investigating process excursions and deviations to determine root causes, evaluate product impact, and recommend viable corrective and preventive actions. Along with a demonstrated background in pharmaceutical, cellular science, technology, and life science, Sam displays expertise in chemical engineering, organic chemistry, and biochemistry.



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Currently working at Mallinckrodt Pharmaceuticals in the Process Sciences/Manufacturing Support area, Sam excels at guiding cross-functional teams to correct manufacturing issues while supporting technology transfer activities, acting as an subject matter expert for data trending and deviation matters, and performing scaled-down production procedures to enhance the efficiency and yield of candidate bioprocesses. As a Process Development Intern with Harbor BioMed, Sam notably led a next-generation process that expanded cell growth and density by nearly 50%. His background also encompasses roles in research and teaching.

Known as an effective project manager and analytical team player, Sam approaches every pursued task with the highest degree of clarity and commitment. He is recognized by others for his innovation, excellent investigative skills, and high professional standards.

Expertise areas: Microbial fermentation, bioreactor operation & design, protein purification, current Good Manufacturing Practice (cGMP), continuous improvement, tangential flow filtration (TFF), MATLAB, JMP, Minitab

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### **EXECUTIVES**

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#### **Executive Business Partner**

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I began my career as a Mechanical Engineer, leading on the manufacturing floor, and catapulted to an Executive and General Manager role with P&L responsibility, managing \$2.5B in revenue across 131 stores with 1,200+ engaged team members. I have successfully managed in the following functional areas: Customer Service, Sales, Operations Management, Engineering, Business Development, and Supply Chain. I currently serve as the Founder and Managing Director of Pro-Cise Consulting, where I connect strategy with execution to spur profitable growth and optimize customer satisfaction.

Known as a results-oriented, intelligent, and energetic leader, I am really in my element when I'm leading, mentoring, and inspiring teams to tackle complex business problems requiring rapid improvement. Along with my ability to think critically and translate strategic plans into action, I collaborate with others to challenge the status quo, see possibility, break paradigms, and ultimately transform businesses and achieve earnings growth.

Some of my notable career highlights include:

- Driving a financial turnaround of customer's managed inventory service by building SOPs and sharpening leaders' financial and sales skills, thereby elevating profitability and realizing growth.
- Leveraging my passion for operational excellence, talent development, and financial management to enable a multi-channel service to deliver growth, decrease expenses, and improve earnings.
- Overcoming declining transactions in brick-and-mortar stores by eliminating non-value-added work to increase productivity, dramatically improve overall store earnings, and avoid store closures.
- Using my change management and strategy deployment skills to adjust the full-time / part-time ratio of employment and sustain the same level of service at a drastically reduced cost structure.

Along with my business acumen, I applied my perseverance and dedication to pursue advanced degrees twice in my career while excelling in leadership positions.

Strengths: Relationship development, innovation, process improvement, continuous improvement, root cause analysis, cross-functional collaboration

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#### **Chief Information Officer**

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Known as an experienced and focused Business Leader and Chief Information Officer, I bring expertise managing projects and positioning technology products for growth, generating millions of dollars in revenue. During my career across the gas and electricity markets, I have earned a reputation for driving digital transformation and directing teams comprised of hundreds of people across different fields, including marketing, finance, operations, and IT.

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The quality that distinguishes me from other leaders is my deep knowledge of business operations outside of the IT space. Leveraging my insights, I am able to establish data-driven and informed decision-making capabilities, assess market trends and conditions, and improve organizations' financial performance.

Some of my select career highlights have included:

- Implementing the Agile methodology company-wide to enhance business and IT alignment, thereby ensuring cost-effective and on-time project deliverables.
- Improving company performance by \$80M yearly due to innovative technology and product builds.
- Using decisional GIS to generate a 30% increase in prospects.
- Realizing a 20%+ reduction in expenditure costs through contractor renegotiations and an optimized understanding of customer and regulatory authority business needs.

Expertise areas: Project management, Lean concepts and tools, team leadership, budget control, operational management, strategic planning, Agile development

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### Product Management Executive

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From championing successful product launches and creating powerful brands to driving innovation and accelerating revenue growth, I have managed high-visibility product initiatives in the fashion and beauty industries. Through effective brand management, I lead organizations to define a winning brand strategy and build consumer loyalty while uncovering key insights, challenges, competitor landscapes, and opportunities. As a driven, dynamic, and forward-thinking leader, some of my most notable career highlights in the past 12+ years include:

- Launching new product introductions (NPIs) across the beauty sector, generating \$43M in annual revenue.
- Expanding sales 80% through the implementation of social media marketing strategies, realizing earnings in excess of \$100K at Nordstrom.
- Driving brand directives to ensure a consistent brand message and deliver on the distinctive brand promise.

Recognized for my ability to maintain quality standards, budgets, and deadlines throughout the product life cycle, I also excel at building long-lasting professional relationships, spearheading process improvements, and applying my excellent business acumen to maximize client satisfaction and drive profitability in competitive markets.

Expertise areas: Brand Management, Cross-Functional Team Leadership, Marketing, Strategic Planning, Trend Analysis, Client Relations, Product Life Cycle Management, Market Research, Concept Development, Go-to-Market Strategy.

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### Operations Leader

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I am a highly driven global leader with demonstrated success in delivering outstanding results in client relationship cultivation, account management, and service delivery. Throughout my career, I have thrived in the relocation transition industry and served *Fortune* 500 companies across wide-ranging industries, synergizing workforce management expertise with account planning and program oversight to generate high-level outcomes. I am particularly adept at building sustainable relationships at all levels and disciplines (finance, sales, marketing and operations) based on mutual trust, teamwork, and respect.

Strategizing to enhance operations and propel revenue growth is what I do best. Known as a transformative global strategist, I am really in my element when I am building global brands and spearheading business development opportunities to positively impact bottom-line results.

Specialties: Global employer and workforce programs & solutions, team management, operations management, quality improvement, client satisfaction & retention, relationship/account/program management, training & development, global product delivery, account development, process, quality & cost improvements, customer service, operations consolidation, acquisition integration, operational excellence

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### Senior Sales Director

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I am an executive-level director with a proven background in business development and sales, plus senior account management. In addition to my formal education and training, my history of hands-on experiences makes me an excellent match to meeting the unique demands of business development, account strategy, and consulting services.

Personally committed to continued growth and excellence, I have the drive, energy, vision, leadership, and implementation skills to make a positive difference in your company. On a personal level, I am detailed, accurate, and adaptable, all traits that allow me to embrace change and effectively adjust to new or altered processes within a business environment. My profile, both strategic and operational, is a great blend to drive innovation within organizations. I am known as a versatile contributor with experience in all core business development and project management functions, top-flight consensus-building and problem-solving skills, and the ability to make difficult decisions.

I have a passion for talent development and working with clients and prospects to enhance their programs and strategies. With the current war on talent acquisition, development and retention, I work closely with companies to implement solutions that realize the desired return on investment.

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### Marketing Executive

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From multi-national new market launches to strategic marketing campaigns that combine brand management, marketing analytics, and business operations, I possess the skill set necessary to build alignment, improve productivity, and achieve peak performance in a range of industries. Throughout my 10+ years of experience, I have optimized outcomes and maximized market-sourced demand by leveraging innovation and market research while increasing profitability through strong brand positioning / awareness. I am known as a driven, energetic team player who thrives on challenges and excels in dynamic and fast-paced environments.

Throughout my career, I have been recognized for my ability to quickly build rapport with customers and colleagues along with my steadfast leadership during periods of uncertainty. I currently am seeking an executive-level marketing position that will allow me to further demonstrate my expertise leveraging relationship management skills, keen business acumen, and strategic thinking capabilities to optimize business operations and drive profitability in unfavorable markets.

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### Managing Director / Consultant

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Susan Simpson is an executive manager with a 20-year history in operations management and consulting that includes business strategy development, marketing, finance, and accounting. She is a results-driven leader with a proven intellect, excellent relationship-building skills, and the ability to drive positive change in companies of all sizes and in all stages.

Susan is the founder and managing director of Propel Partners LLC, a consultancy that works with startup and established companies to drive growth, innovation, and execution. In this capacity, she has helped launch new businesses as well as devise business plans, marketing strategies, marketing communications, investment pitches, and operational guides. For example, she explored business development opportunities for a startup software firm to forge partnership and distribution agreements that grew revenues by 60%. Notable clients include the Economic Development Alliance of Lincoln County and the Interior Design Center.

Prior to launching Propel Partners, Susan served as Senior Vice President of Global Products & Solutions Strategy (GP&S) at Visa, where she participated in shaping and defining the strategic agenda for GP&S products. She developed and led high-performance project teams on an international level. Before joining Visa, Susan was part of the executive team at Trilogy Spa Holdings, a private equity-owned business in the day/resort spa industry. There, she headed strategy development and implementation that resulted in double-digit, top-line revenue growth and cost efficiencies.

Earlier successes included advising senior management teams on issues involving strategy and operational effectiveness at Bach Consulting Group.

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### **FINANCE / BANKING**

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#### **Finance Manager**

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I have a solid background providing financial oversight and managing budgets of \$10M+ in academic and scientific research settings. As a self-motivated team member with a history in complex financial reporting/invoicing, I have garnered a reputation for independently managing competing, high-level tasks. My strengths include administering research and grant funds; analyzing accounts; and developing, reporting, and evaluating KPIs to support operational performance and growth.

After receiving a Bachelor of Science in Business Administration from California State Polytechnic University, Pomona, I began my career at an accounting firm, where I gained comprehensive knowledge in preparing corporate financial statements and individual/business tax returns. I held multiple accounting roles following my transition to UCLA, where my progressive pattern of promotion demonstrated my ability to improve efficiency and journal operations while collaborating with key stakeholders to ensure timely and accurate submissions of crucial reports based on contractual and regulatory requirements.

I collaborate effectively with principal investigators, fund managers, and contract/grant analysts in preparing budgets and directing contract/grant administration. My most recent roles showcase my expertise in streamlining processes, minimizing risk, and improving compliance with regulations/deadlines while enhancing customer service. Furthermore, I embrace the challenges that come with research management.

As a solutions-focused professional who recognizes the interdependence of people, processes, technology, and organizational culture in successful management, I undoubtedly possess the people skills and drive necessary to function as an organizational leader. I have language skills in Indonesian, Mandarin, and Japanese, so I would be a great addition to a company with an Asian presence.

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#### **Banking Professional / Global Treasury Analyst**

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With 15+ years of experience in various aspects of the banking industry, I have the skills necessary to drive revenue and improve customer satisfaction through strong project management. I thrive in team-oriented settings and contribute to organizational goals while identifying opportunities to drive improvements. For example, I implemented a questionnaire for clients at Chase Bank seeking to establish lockboxes that decreased setup time by 3 weeks, reduced errors 58%, and was later adopted as the standard tool company-wide.

As an effective team leader, I successfully build and train engaged teams to exceed organizational goals and achieve higher revenue growth. By prioritizing open communication and maintaining up-to-date industry knowledge, I lead the charge in strategizing to minimize the effect of unexpected events.

Overall, I am recognized for my ability to thrive in fast-paced environments, quickly adapt to shifting demands, and meet aggressive goals while remaining ahead of the project timeline.

Expertise areas: Banking, Treasury Services, Project Management, Problem Solving, Lockbox, Online Technology, Strategic Planning, Change Management, Customer Service, Business Development, Budgeting, Team Building, Training, Banking Laws and Regulations, Cost Reduction, Cost/Benefit Analysis, Account Management, Market Analysis, Sales Forecasting.

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### **FOOD & BEVERAGE**

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#### **Beer Brewer**

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The beer-making bug bit me early in my career; I was fresh out of college when I began home-brewing and I volunteered as a tour guide at Milwaukee Brewing Company to learn everything I could about brewery operations. I quickly made the

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beverage industry the focus of my career. My earliest positions in the industry included customer service representative for a discount liquor store, then as a merchandiser for a beverage company. These experiences solidified my decision to go to Middlebury, VT, for the Craft Brewers Apprenticeship Program at the American Brewers Guild.

In August 2013, I landed a brewing internship with Boulevard Brewing Company in Kansas City, MO, and subsequently worked on the bottling line at Boulevard for a year. As Head Brewer at Cane, I led my team in producing some fantastic Saison, Berliner Weiss, and Lambic beers. My most fascinating opportunity involved experimenting with various hops, yeasts, souring bacteria, spices, fruit, and malts. One of our beers, an Orange Gose, earned 96 and 95 points from Ratebeer.com.

Now I am transitioning to the San Francisco Bay area and am excited about applying my dynamic experience and becoming a part of the brewing industry on the West Coast.

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### **HEALTH & WELLNESS**

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#### **Health and Wellness Instructor**

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As a yoga instructor and wellness guru, my areas of expertise are health, healing, and peace. I aspire to help people find their center and discover peacefulness in their lives, while they learn to be kinder, more mellow, and appreciate life's beauty.

My own background is infused with these principles. I grew up in ashrams in England, Brazil, India, and California. I studied the ancient scriptures of India for as long as I can remember; education during my formative years was centered on seva, the Sanskrit word for service. The joy of helping and serving others was instilled in the children of the ashram before they even learned the alphabet. I have always been recognized by my peers as a leader and a peacemaker.

Additionally, my life-long participation in sports left me with the usual amount of injuries, aches, and pains. I started down the path toward becoming a healer by first learning to heal myself. Now I can use yoga therapy, Reiki, meditation, and essential oils to help others through their own physical and emotional pain.

I have always started at the bottom and worked my way up to the top. In 2008, I arrived in New York with only a bit of pocket change and the determination to become an amazing yoga instructor. By seeking out the best teachers, including Regina Shakti, Rodney Yee, Shiva Rea, and Leslie Kaminoff, I have become just that. I look forward to new opportunities to teach yoga classes, lead yoga and wellness retreats, and offer health and healing.

Expertise: Yoga, Teaching, Training Teachers, Reiki, Yoga Therapy, Contemplative Care, Meditation, Essential Oils, Pranayama, Holistic Treatment, Urban Zen

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### **HOSPITALITY**

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#### **Caterer / Buffet Stylist**

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Ashley Spiriti has always had a flair for design and a taste for good food. She fell into the catering business through a happy accident; after completing business school, she partnered with a colleague to organize a wine tasting that they determined could be more appealing with the pairing of wine and delicious food. With that concept in mind, the two ordered high-quality foods from area restaurants and bakeries, thereby turning the event into a unique food and wine experience coupled with a beautiful table setting.

Ashley and her partner managed a successful business in France for five years. When her husband was transferred to Minneapolis in 2008, Ashley launched Lily Buffet Styling, bringing a French flair to catering for local parties using the best gourmet foods and baked goods from the area. Now, Ashley is acquainted with some of the best chefs in the Twin Cities with whom she regularly meets to sample their food and choose the very best and most appropriate items for every occasion. She is always on the search for new restaurants, bakeries, cheesemongers, and pastry shops.

## LINKEDIN SUMMARY SAMPLES

Above all, Ashley displays a high level of detail and attention in order to create a fabulous atmosphere that meets her customers' needs and amazes their guests. Ashley is truly passionate about food and presenting it in the most appealing, beautiful way possible.

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### **HUMAN RESOURCES**

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#### **Recruiter and Human Resources Professional**

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My career to date includes seven years of professional experience in recruiting and human resources operations, while my resourcefulness and drive to succeed make me an ideal leader for any HR department. As the front line of contact for managers, employees, and candidates, I am patient, helpful, empathetic, and fair. I really enjoy interacting with people at all levels; I build great teams that work together to meet deadlines, produce high-quality work, and exceed goals in fast-paced environments.

My key expertise areas in HR include talent management, succession planning, diversity initiatives, new-hire onboarding, employee relations, benefits administration, and project management. In terms of recruiting, my history involves placing hundreds of employees during a hiring push. Technology is truly one of my passions, as evidenced in my successes in sourcing an e-mail marketing service and launching a new e-mail campaign for Birch, Inc. that generated tremendous results. In addition, I am familiar with the latest web-based tools for sourcing high-caliber candidates.

Strengths: Talent management, recruiting, new-hire orientation, employee relations, benefits, project management, account management, succession planning, HRIS, ATS, PeopleSoft, Taleo, AkkenCloud, CareKeeper, MyTime, Kenexa, Jobvite, Bullhorn Reach, LinkedIn Recruiter, ADP, Google Apps.

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#### **Organizational Development Leader**

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Joyce Johns offers considerable expertise in organizational development and professional training gained across diverse industries and global settings. Much of her experience lies in the early phases of training, including requirement gathering and proposed solution development. From initial project scoping to effective issue resolution, she contributes to strategy development and guides teams to meet each milestone while accomplishing organizational and project-based objectives.

With more than 20 years of experience, Joyce began her career in program implementation in the defense industry, then progressed to developing and delivering training using Adult Learning Theory to enhance the sales abilities of staff members across the globe. Most recently, Joyce established Huntley's first formal Training and Development department as Senior Manager in Corporate Training and Development.

In addition to her BBA in Human Resources Management and MA in Organizational Management, Joyce has pursued extensive professional development opportunities; she offers a Project Management Professional (PMP) designation and completed the University of Chicago's Executive Program in Strategic Planning. Whether she is applying her problem-solving capabilities to redesign processes and enhance operations or collaborating with company leadership to assess needs and devise strategies to achieve goals, Joyce's ability to positively affect change and oversee project life cycles makes her the perfect candidate to lead a wide range of projects.

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#### **HR / Management**

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As a HR management professional with an academic background in behavioral health, conflict resolution, and organizational leadership, my expertise areas include customer service, operations, and policy development.

While overseeing staffing needs for a team of 30-50 employees, I have gained success in growing profitability by training staff on customer service and sales techniques, resulting in higher performance reviews. Whether defining hiring and onboarding processes, negotiating supplier agreements, maintaining labor objectives, or establishing standards for customer service and personnel performance, I approach all tasks with tact and professionalism.

## LINKEDIN SUMMARY SAMPLES

I have a record of meeting weekly sales goals while maintaining cost controls and brand / health standards. The practices I have implemented not only reduced operating costs and refined existing systems but also minimized errors and optimized efficiency. Some of my key highlights include:

- Creating a 100+ page management training manual that included systematic and streamlined processes.
- Overhauling opening/closing procedures, leading to faster, more accurate, and optimized operations.
- Setting standards for customer service and personnel performance, including training staff in food preparation, service, sanitation, and safety procedures to ensure compliance with health regulations.

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### **HR / Recruitment**

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I am a versatile and hardworking professional with a strong record of success. I recently relocated to Houston and am actively pursuing a challenging opportunity in HR with an emphasis on recruiting.

My communications degree from Temple University opened up a number of opportunities for me. I completed several internships, including the prestigious College Program at Walt Disney; there, I learned about the importance of outstanding customer service and gained exposure to park guests from every part of the world. Two additional internships allowed me to amass experience in social media and project management.

In July 2014, I began working at Avis Rent-A-Car as a Sales Management Trainee. I excelled in this position, and at one point ranked #2 on the sales matrix out of 120 people, as calculated by my sales performance and customer service score. I frequently finished in the top 8. Due to these achievements, I was eventually promoted into a Sales Management Assistant role where I had the opportunity to train other employees, focusing on customer service and sales methods.

Having demonstrated my value as an employee in various areas capable of working with diverse populations, I am now interested in transitioning into a Human Resources role. Recruitment particularly interests me; while at Temple University, I managed recruitment for a service organization, consistently meeting aggressive target metrics. I also am familiar with social media platforms and other online resources to make decisions regarding job ad development and placement. Based on my collective skills, I am eager to make an immediate impact at your organization.

Areas of Expertise: Social media, target audiences, web copy writing, sales, customer service, business management, training

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### **INSURANCE**

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#### **Casualty Adjustor**

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From my 25+ years of experience in the insurance industry, I have developed into a top-performing claims specialist. To excel in this role, I have learned how to be a strong investigator – objective, observant, and detail-oriented – as well as an excellent communicator – able to listen to a customer's story to gather critical details and explain the processes associated with resolving a claim. In my work with four different insurance companies, I gained familiarity with a number of different processes and best practices. Most recently with Geico, I was tapped to serve as a team trainer and fill-in manager based on my success in garnering excellent customer satisfaction scores and managing large amounts of work.

In addition to my experience as a leader, I have a history of independently handling a large workload, thoroughly managing up to 35 claims on a monthly basis with high-quality results – all while stepping in to help team members during busy periods.

Key capabilities: Coverage determinations, claim forms, policies and endorsements, claims investigations, claims management in litigation



## LINKEDIN SUMMARY SAMPLES

### IT

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#### Software Engineer

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I have gained considerable success throughout my career by maintaining a “big picture” focus and constantly consuming new technologies, tools, and languages to drive efficiency. For the past four years, I have excelled at directing high-profile projects for next-generation, evidence-based, and medical device integration software solutions companies.

I began my career as an intern at TSI, Inc.; after accomplishing a big win for a multimillion-dollar client, my skills led to a job offer at the same company, where I quickly earned the nickname “Draeger Queen” as one of TSI’s most sought-after driver developers. More recently, I rapidly progressed at NantHealth, solving the organization’s most complex problems as a member of the Core Service Team.

Known as an influential leader, I have a history of motivating cross-teams to attain success by applying my stellar communication and problem-solving capabilities. Whether writing code, implementing continuous integration tools, creating wiki pages detailing best practices, or leading teams in the refactor of a legacy code base, I thrive at delivering solutions that align with critical business needs. I am really in my element when I am refining processes, rejuvenating teams, and cultivating meaningful professional relationships, all tasks requiring a great deal of focus, dedication, and motivation.

Expertise areas: Project management, device connectivity solutions, unit testing, integration testing, UI development, product compliance, code quality, Scrum meetings, Agile methodology, product integrations

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#### IT Executive/Business Owner

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Donald Collier has more than 20 years of experience in business technology, successfully creating value for customers by bridging business and IT technology teams. His breadth of expertise has spanned the functions of manufacturing, sales, marketing, R&D, retail, logistics, public / private services, and finance. Donald is passionate and driven by the values of transparency, integrity, personal growth, and social responsibility; he also is committed to client and partner success.

Donald has an engineering and computing science background and has spent a significant amount of time working across business and IT functions in leadership roles. His career progression accelerated when he moved to London from Scotland, where he supported organizations in increasing efficiency through process and technology improvements. He successfully founded two previous firms: an import export business and, more recently, a specialist analytics consultancy company.

Channeling his aptitude for identifying innovative solutions to increasingly complex business challenges, Donald frequently acts as the trusted advisor to Business Owners, Senior Business Leaders, and Executives. Drawing on his ability to learn and adapt quickly, Donald excels in understanding customer needs and translating them into actions, which makes him a valuable contributor in developing operational strategies.

Donald has served as a subject matter expert and regular advisor to leading research organizations. Additionally, he has participated and presented in panel discussion sessions across diverse skill areas, including content management, knowledge management and collaboration, strategy & architecture, roadmap planning, project management, business intelligence and analytics, data management, and governance.

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#### Risk Management

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Gavin Jones is a highly accomplished leader in information security with over 18 years of progressively responsible experience culminating in cyber security compliance positions with a global sphere of influence. As a senior-level executive, Gavin is responsible for aligning security initiatives with enterprise programs and business objectives to ensure information assets and technologies are adequately protected.

Currently Gavin is the Director of Cyber Security at Ameren, tasked with identifying existing and emerging cyber security threats and implementing risk mitigation initiatives. He works hand in hand with Ameren’s senior management, offering his up-to-date knowledge of security tools and technologies to overcome cyber security challenges on a global level. Prior to being hired at GE, Gavin was the CISO at BJC, where he oversaw IT risk management and global Sarbanes-Oxley compliance



## LINKEDIN SUMMARY SAMPLES

programs and planned the execution of daily IT audit engagement activities. In earlier positions, he managed the IT security risk team at Sallie Mae Inc. and implemented improvements to the global IT risk and control framework at Bank of America. Gavin has served as a security SME and presenter at major security conferences.

He currently is pursuing a Ph.D. in Information Assurance and Security and holds a Master of Computer Engineering from Drexel University. In addition to his knowledge of cyber security, Gavin is a business-savvy leader and strong communicator with a passion for overcoming security challenges, delivering business value, and implementing process improvements.

Specialties: Security Program Development, Audit & Compliance, SSAE16, Governance & Risk Assessments, Information Assurance, SAP GRC & Security, Issues/CAP Management, Project Management, ITIL Service Management, Business Continuity Planning/Disaster Recovery, Six Sigma Process Improvement, Sarbanes-Oxley Act, Basel II, and PCI DSS

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### **LEGAL**

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#### **General Counsel/Attorney**

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From advising senior executives to implementing software license agreements, I possess a uniquely effective combination of business savvy, technological expertise, and legal experience that leads to optimized business operations. Throughout my career, I have enhanced outcomes by leveraging technology and signature strengths to turn business entities into more profitable organizations with strong standings. Known as a proactive, energetic team leader, I truly thrive in challenging and intense environments.

Over my 25 years of practice experience, I have been recognized for my unwavering dedication and proven ability to communicate effectively with diverse groups. Currently I am seeking an In-House Counsel position that can allow me to further demonstrate my expertise in refining business operations and driving profitability. I excel at providing sound legal advice and support regarding external and internal matters, such as those relating to policies, licenses, contracts, and agreements.

My key competencies include:

Intellectual Property/Software/Digital Content Licensing | Regulatory Compliance | Information Technology Contracts | Strategic Outsourcing & Consulting | Acquisitions & Divestitures Due Diligence | Privacy | Risk Management.

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### **LIBRARY / MUSEUM**

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#### **Library Specialist**

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With more than 20 years of experience managing complicated information searches in various library and corporate environments, I bring a great deal of knowledge to the pharmaceutical and biomedical industry. My skill set includes providing research assistance, performing complex, comprehensive database searches, and indexing/organizing information. In addition, I am a strong proofreader and editor. Particularly when conducting database searches, careful spelling and attention to detail are of utmost importance to a librarian.

After completing my master's degree in library science, I served as librarian for the American Medical Association, the Wildlife Conservation Society, and Jefferson County Community College. I am proud to have worked for nonprofits that have done such impactful work in their respective fields. In 2005, I transitioned into an Information Specialist role at the Desert Research Institute.

I am equally committed to providing complete, accurate information and to serving customers with excellence and attentiveness. The internal customers I support often do not have the tools or knowledge to conduct comprehensive research – nor do they have the time to devote to it – so I appreciate the opportunity to assist others. I especially enjoy organizing and categorizing documents so they are searchable or retrievable at a later date.

## LINKEDIN SUMMARY SAMPLES

Specialties: Information Science, Scientific Databases, Pharmaceutical Resources (Citeline TrialTrove, Cortellis, BioMedTracker), Indexing, Metadata, Tagging

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### **MANUFACTURING**

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#### **Industrial Manager**

Harry Vasquez is a recent addition to the Shore Development team, taking on the position of Industrial Manager. He has lengthy leadership experience in sales and marketing on a global level, with particular expertise in the Latin American, South American, and Caribbean markets. With fluency in three languages – English, Spanish, and Portuguese – he is able to interface with many foreign customers to build the valuable relationships that drive sales.

Most recently, Harry served as the Regional Sales Manager of Latin America for Hilltop Rollers, a manufacturing company based in Marlboro, New Jersey. There, he oversaw distribution operations across more than 20 countries and achieved multimillion-dollar growth in annual sales. This highlight represented only the latest in a series of accomplishments in terms of increases in sales volume, market share, and revenue for manufacturers and suppliers in various industries.

Prior to his 10 years at Hilltop Rollers, Harry directed international sales in Central and South America and the Caribbean for a manufacturer of medical, dental, and veterinary products; there he developed new agent networks in 18 countries. Additional industry experience includes industrial dyes and plastic resins/raw materials at a startup firm, where he grew sales from zero to \$1.5 million annually. Harry's accomplishment-studded history within these competitive industries illustrates his ability to expand sales across various product lines and markets.

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### **MEDICAL**

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#### **Pharma / Medical Consulting**

Throughout my career, I have achieved success in bio-pharmaceutical and healthcare management consulting. My work has focused primarily on building clinical strategy in various therapeutic areas while working alongside physicians, health administrators, and policy experts. As a Healthcare Analyst at Hutton Consulting Group, I provided strategic solutions to the executive leadership teams of academic medical centers for clinical and operational transformation, optimizing the quality of patient care. I also executed operational improvements resulting in an annualized benefit of \$4.1M. During my work with MDPartners, I developed clinical and commercial strategies to drive value for the biopharma and medical technology sectors.

With a proven background covering strategic intelligence topics, including drug development, competitive threat analysis, clinical operations transformation, and population health, I am eager to leverage my expertise to deliver a competitive edge within your organization. I hold a medical degree and a bachelor's degree in Biophysics and Biochemical Pharmacology, and I trained in Personalized Medicine as an Imperial Scholars Fellow. I also was awarded the Health Equity Fellowship from the American Heart Association, where I pursued research in attaining parity of care among cardiovascular patients in the Western New York region.

Expertise areas: Biotechnology, performance improvement, cost reduction, qualitative analysis, quantitative analysis, productivity improvement, clinical diagnostic processes, proposal development, strategic planning

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#### **Medical Device Consulting**

As a seasoned Validation and Process Improvement specialist, I am available to consult with pharmaceutical and medical device companies regarding their internal procedures. I excel at identifying opportunities for continuous improvements, the enhancement of validation processes, and cost savings.

## LINKEDIN SUMMARY SAMPLES

My career began with Whitehouse Laboratories in Puerto Rico, managing automation and control projects. I spent six years as a Validation Specialist with Pharmaceutica and held a number of progressively responsible positions at Pfizer. It was at GSK where I undertook some of my most significant and successful initiatives, including managing an accelerated packaging transfer project with long-lasting impacts. In terms of continuous improvement, I am a Lean Six Sigma Green Belt with knowledge in Lean Manufacturing, cGMP, Kepner Tregoe, Process Mapping, and Pareto Analysis. Whether I am implementing new equipment validation strategies or helping to resolve manufacturing issues, I always offer positive energy and professional excellence that distinguishes me from others.

Strength areas: Project Management, Process Improvement, Lean Manufacturing, Continuous Improvement, Validation Processes, Strategic Planning, Team Leadership, Budgeting, Scheduling, cGMP, Metrics, Commissioning & Qualification

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### **MINISTRY**

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#### **Chaplain**

Veronica Gammick is a compassionate Pastoral Services professional with five years of experience in Chaplain roles leveraging her Masters of Divinity in Theology and professional chaplaincy training / pastoral education.

Recognized as an experienced and influential leader, Veronica demonstrates the capacity to effectively communicate, build relationships, and cultivate unified and collaborative teams across all disciplines to achieve mission objectives. Her diverse experience encompasses death, dying, grief, and end of life theory, and she is committed to her mission of informing ministry and identifying God's place in faith-based work. Veronica demonstrates exceptional Biblical understanding and is dedicated to continual growth through life experiences while integrating lessons learned for present and future ministry opportunities.

A committed follower of Jesus Christ, Veronica demonstrates solid abilities to guide spiritual formation, manage crises, foster personal growth, and draw meaningful connections to Biblical theology. In addition to her professional roles, Veronica has helped enhance the spiritual growth of youth and adults, expanding their knowledge of Biblical theology in lay preaching roles as bible study facilitator, youth ministry leader, and P.R.A.Y. program counselor for Girl Scout troops.

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### **PRODUCT DEVELOPMENT**

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#### **Product Developer**

With a passion for quality and consumer appeal, I lead teams in developing best-selling apparel and accessories with high perceived value and style. I have thrived in surpassing performance metrics and margin goals for prestigious, high-end fashion brands recognized worldwide. I adeptly manage the production process and collaborate with design, merchandising, materials, and technical teams, as well as ateliers and factories, to maintain quality standards, budgets, and deadlines throughout the product life cycle.

Building relationships with domestic and international vendors/partners has been a key component of my success in the fashion industry. I continually apply insights gained from researching consumer behaviors, seasonal fabrics, and market data to all phases of product development (from conceptualization through creation and market launch). Focused on maintaining quality and adhering to specifications, I have worked on site at manufacturing facilities in Asia to oversee fittings, determine follow-up steps, and launch show samples.

I can effectively keep up with the fashion industry's fast pace and changing priorities while identifying and leveraging opportunities to improve product performance in competitive markets. My career in product development originated with an AAS in Fashion Design from Parsons School of Design and a BS in Business Administration from Villanova University. I am currently pursuing new and challenging opportunities in the Seattle area.

## LINKEDIN SUMMARY SAMPLES

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### **REAL ESTATE**

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#### **Realtor**

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From negotiating the best terms for buyers to hand-selecting the most reputable lenders and vendors, Delia Lourdes has the skill set necessary to engage customers, drive sales, and achieve superior customer satisfaction in the real estate industry. With over 30 years of experience serving in sales / marketing, construction, and customer service roles, she has optimized the buying, selling, bidding, and building processes to provide clients with a truly satisfying experience. Delia is known as a passionate, energetic professional who thrives in challenging environments.

Throughout her career, Delia has been recognized for her superior sales performance as well as her keen ability to quickly build rapport with customers / colleagues. A licensed real estate agent with Keller Williams, Delia displays expertise in relationship management and industry insight to simplify the home-buying / selling process for buyers / sellers and deliver fast and effective results. With specialized knowledge and experience in new home construction, she is skilled at managing all aspects of the building process. Delia will be there every step of the way guiding and supporting her clients. She really excels at representing customers in resale transactions, including short sales, foreclosures, and HUD homes, offering value-added resources for after-market needs. Delia knows that the value of a community is a direct result of the long-term commitment to serve, which is why she volunteers her time to renovate homes in dire need of repairs through Habitat for Humanity.

Delia's core competencies include:

Customer Service | Commitment to Continuing Education | Sales | Client Empowerment | Quality Control  
Written / Verbal Communication | Market Research / Analysis | Business Development | Project Coordination

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#### **Real Estate Sales**

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Recognized as a trusted, client-focused advisor, Van Jones joined Coldwell Banker in 2014 due to his remarkable commitment to optimizing client service. Van's vision and expertise in business performance, combined with well-honed negotiation skills, have enabled him to develop trusted relationships with clients of all backgrounds. He is passionate about leveraging his knowledge base and relationships to contribute to the Kauai community.

A leader and innovator in sales and marketing strategy, Van's clients frequently comment on his ability to anticipate and understand their needs as well as identify properties that meet their needs and preferences. Van has been recognized for his capacity to resolve complex issues while successfully negotiating and finalizing contracts. Prior to his work with Coldwell, he achieved success in vacation ownership sales in Kona and drove an impact in human resources within the hospitality industry. He also possesses an MBA from Willamette University in Salem, Oregon. Van is eager to put his wealth of knowledge and experience to work for his clients.

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### **SALES AND MARKETING**

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#### **Medical Device Sales**

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Throughout my career, I have attained success by building relationships and demonstrating my ability to introduce new products, technologies, and concepts. I possess a strong background in sales and marketing across various industries – but at this point in my career – I wish to hone my focus on medical device sales.

As a consultative salesperson, I aim for customers to perceive me not just as the “sales guy” but as a partner who makes the effort to get to know them, understand their needs, and offer solutions that really benefit them. In prior sales positions, I placed equal focus on education and sales; the more a decision maker knows about a product, the more likely he / she will be able to perceive its benefits. I approach sales as a consultant, an advocate, a partner, and a teacher. To date, this approach has served me well. For example, I helped a commercial insurance group grow sales up to 30% by close collaboration with medical supply and medical practice groups. I also led a business development consulting company to boost sales 43% and a biotechnology consulting and research firm to expand market penetration 200% through the implementation of sales training.

## LINKEDIN SUMMARY SAMPLES

With a sales background that extends beyond 15 years, I have grown confident in my relationship-building, active listening, problem-solving, and client education skills. I have partnered closely with physicians and medical administrators in the past and look forward to doing so again.

Expertise areas: Consultative selling, relationship building, sales and marketing, networking, business partnerships, medical devices, customer education, educational seminars, competitor analysis, new product introduction

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### Product Marketing

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I am a creative, driven Marketing Manager with 12+ years of progressively responsible positions involving the development of channel-focused communications, strategic campaign planning, sales support, and the successful launch and market adoption of new technology products. A large portion of my career has been spent at HP; one of my biggest accomplishments involved creating a brand new social media strategy and an engaged social media community that enticed additional partners to participate. In terms of new product launches, I collaborated with Cisco to drive the adoption of new wireless technology; my compelling content contributed to that launch's success.

A key advantage in business marketing is my fearlessness. I am not afraid to take an calculated risk or try a new or untested method to reach customers. As a leader, I can create order from chaos and channel team members' efforts to ensure they are working together toward a common goal. I inject clarity into my group's purpose and goals. While I am experienced with the most modern content marketing tools and processes, I am always eager to learn about the latest techniques and ideas. Ultimately, it's all about increasing market share and revenue, and I am able to develop and execute winning campaigns and strategies to do just that.

Areas of Expertise: Content development, social media, strategy development, new product launches, campaign development, leadership, partner relationships, channel management, technical consulting

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### Sales & Marketing

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Throughout my dynamic career, I have accumulated 25+ years in dynamic selling environments. Along with leading office-based specialty sales and hospital-based sales teams, I have attained success in launching 15+ products in the Texas market.

My achievements encompass winning two Pinnacle Awards for finishing in the top 10% and five consecutive Excellence Awards for ranking within the sales organization's top 20%. I recently earned certification in Cardiovascular Essentials for Lipids and Heart Failure through the American College of Cardiology.

While serving as an Associate Manager of Productivity at Bristol-Myers Squibb, I successfully directed the operational portion of the regional business, in addition to driving national projects for brand products as well as training and developing teams and the VP of Sales. Furthermore, I fully understand key customers/accounts in the Texas marketplace based on my extensive expertise managing those accounts throughout my career. Other developmental roles I have excelled in include Sales Trainer and Managed Health Care Point.

With a demonstrated record of outstanding performance in both management and sales roles, I am able to grasp new products and industries rapidly. It is my commitment to excellence that truly sets me apart from others.

Specialties: Selling and managing projects in several therapeutic classes, including cardiovascular, metabolic, anti-infectives, vaccines, and women's health. Broad experience working in the Cath Lab and hospital sales, overseeing a full range of products such as Glucophage, Avapro, and Zosyn.

Expertise Areas: Coaching, Business Development, Sales, Marketing, Collaboration, Business Strategy, Team Building, People Development, Planning/Organization, Compliance, and Microsoft Office

## LINKEDIN SUMMARY SAMPLES

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### Business Development / Sales / Marketing

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John Jackson has held a number of high level positions in the areas of sales, marketing, and general management across the national and European industries.

John began his career at Xerox in France as a key account manager, and then joined the automotive industry at Revolt France in 1987. After serving in several leadership positions for Revolt, he was appointed as Marketing Director for The Balkans and then Hungary, where he played a key role in turning around the companies and repositioning them into lucrative businesses once again.

John joined Volkswagen as Commercial Director for France in 2007, restructuring the sales organization, preparing the launch of a new product, and increasing the company's profitability and market share. After leaving Volkswagen, John created his own company to address the growing demand for new energies in the European market. In 2013, he relocated to Zurich, Switzerland where he continued to profitably run the entire operation of his company.

Throughout his career, John has groomed numerous employees and executives to develop new skills and assume new responsibilities and positions. He is deeply interested and passionate about human development and mental performance, constantly devoting his energy on finding new and innovative techniques to improve managerial practices and enhance overall performance levels through training and coaching.

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### **SCIENCE**

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#### Research Scientist

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With research focus areas in the fields of infectious disease, molecular biology, and immunology, Lin West has thrived in her 19-year role as Department Head of Microbiology and Immunology at PIT, making active contributions. In addition to leading a 16-member team, she has been instrumental in planning a study design, coordinating a hospital-based analysis of 1,000+ samples, and implementing the laboratory biosafety program.

Lin's research background encompasses a variety of laboratory environments in Vietnam, Africa, France, and Japan. Her solid documentation and bench skills are evidenced by her abilities to set up new techniques and analyze large data sets. She has developed numerous presentations and authored / co-authored 30 journal publications and conference papers, in addition to serving as author and editor of biosafety manual and biosafety training material for medical laboratory staff.

Since receiving her MD degree from Hue University (Vietnam) and PhD, Medical Science in Infection Research from Nagasaki University Institute of Tropical Medicine (Japan), Lin has maintained up-to-date knowledge through extensive training and professional development opportunities.

#### Specialties:

Infectious Disease, Antibiotic Resistance, Opportunistic Infection, Molecular Biology, Host Genetic Susceptibility, T Cell Immunity, Pre Clinical / Clinical Study Principal Investigator, Study Design, Experiment Setup, Data Statistical Analysis, Laboratory Biosafety, Laboratory Quality Management (ISO 15189-2007)

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#### Postdoc Scientist

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From designing new research projects to driving difficult projects to completion, I have an effective combination of education, training, and lab experience that optimizes my ability to apply research findings to advance medical technologies and improve health outcomes. Throughout my career, I have trained for six years in natural product chemistry for drug discovery, from isolation and structural elucidation of complex molecules to molecular biology and biosynthesis. I am known as a highly adaptable, persistent scientist, who thrives on the endless, energizing challenges of laboratory science, applying a well-planned systematic approach to problem solving.

## LINKEDIN SUMMARY SAMPLES

In my nine years of lab experience, I have been recognized for my high-caliber work and ability to collaborate effectively with multicultural/multinational teams. I am passionate about leveraging the intersection of biology and chemistry to solve complex problems for health and technology industries. I also excel at designing practical yet innovative research projects, analyzing complex data sets, and synthesizing results into marketable, innovative new products and technologies.

### KEY RESEARCH PROJECTS:

**Microbiomes of marine invertebrates:** Study of how microbes vary across geography / climate zones within similar invertebrate species and whether microbes are species or location specific.

**Synthetic biology:** Project Lead in optimization of the heterologous production of a family of rare marine natural products to increase the yield into the highest titer so far reported in the field.

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## **SOCIAL WORK, COUNSELING, & PSYCHOLOGY**

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### **Licensed Marriage and Family Therapist**

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Pau Ting is a licensed marriage and family therapist at Pacific Clinics, where he works with families, children, and adolescents. He also operates a private practice in Rosemead, California, where he specializes in life transition issues, including the loss of a loved one, divorce, and more.

Pau has been trained in the LA County DMH (Department of Mental Health) and community mental health model. He is skilled in Interpersonal Psychotherapy (IPT) for Depression and Trauma-Focused Cognitive Behavioral Therapy (TF-CBT), with a certification in Aggression Replacement Training (ART).

Valuing community development, Pau collaborated with community organizations to provide adolescent counseling training to camp counselors. Along with participating in a college mentorship program to foster the next generation of therapists, he serves as an avid contributor to communities and individuals worldwide through Kiva.org.

Skills: Case Management • Crisis Intervention • Case Conceptualization • Client-Specific Treatment Plans • Documentation

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## **TRAINING**

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### **Curriculum Development / Trainer**

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From assisting the public in customer service and hospitality roles to leading classrooms and delivering presentations, I am committed to building positively impactful relationships and elevating team / individual performances in various settings. I have a unique background in education, hospitality management, and psychological research, combined with the skill set necessary to implement effective programs, analyze data, and communicate with both internal and external stakeholders.

I am really in my element when I am administering on-site, off-site, and virtual programs and trainings in addition to devising and enhancing learning materials and leveraging my broad knowledge of learning tools and technologies to meet key goals. Throughout my career, I truly have demonstrated an unwavering dedication to my profession along with the ability to relate to diverse audiences. A recent career highlight includes building and implementing a dynamic new training program during my tenure with 4-H CAPITAL (AmeriCorps) to share the struggles of LGBT youth with colleagues and supervisors. Simply put, I am eager to take on new risks and challenges to continue delivering excellence in training and development programming.

My core strengths include:

Education / Training – Curriculum Development | Program Development | Presentation / Public Speaking Skills  
Human Resources | Outreach | Project Support – Project Planning | Data Analysis | Vendor Relations

## LINKEDIN SUMMARY SAMPLES

### **TRANSLATION / INTERPRETATION**

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#### **Translator and Interpreter**

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A native speaker of Spanish who is also fluent in English and German, Marisa Van Pelt has professional experiences in Germany, China, Mexico, Canada, and the United States. She is well-versed in translating documents from German into English or Spanish (and vice versa) and providing German-English and German-Spanish interpreting services.

Currently, Marisa is a contract interpreter and translator for Certified Translation Services US, Ltd. Because she understands cultures and business markets in multiple areas of the world, she makes appropriate language choices to facilitate audience comprehension. Thus far in her career, Marisa has introduced products into NAFTA markets, identified new business opportunities in China, positioned products in German-speaking countries, and taken part in trade fairs on a global level.

Marisa studied marketing and graphic design in Mexico and international business/economics in Canada. Furthermore, she earned certificates of Business English and Corporate Communication from Concordia University in British Columbia and completed a German language course with emphasis on business and intercultural competence at the Sprachen und Dolmetscher Institut in Munich, Germany.

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### **WRITING & JOURNALISM**

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#### **News Media**

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During my 15+ years of experience in broadcast news, I have ascended from production assistant, writer, producer, and director positions, most recently fulfilling an Executive Producer role. I serve as the only Executive Producer at CNBC Television to have full control over the creative process; I have devised a number of successful initiatives and am known as "the fixer." Covering news in the technology industry whetted my appetite for new developments in media, so in my next role, I aim to focus on new media and social media. I am excited about embracing the technology-driven changes in communication and news coverage, as well as finding new ways to deliver content.

I have always had an insatiable appetite for the news. Having so many instant outlets in the form of digital and social media is very exciting to me. In addition to my media experience and knowledge, I can offer a knack for talent development and helping others realize their potential. I am able to inspire teams to stretch beyond their perceived limits and work together to achieve unparalleled success.