



## EXECUTIVE RÉSUMÉ SUCCESSPACKAGE

Leadership résumés and career branding documents have changed dramatically over the last five years and keeping relevant and leading-edge means less competition, access to the right people and more options. With 250+ applicants per position for most corporate openings, you need a résumé that sets you apart from your competition and demonstrates your unique value.

### THIS PACKAGE WILL WORK BEST IF YOU ARE AN EXECUTIVE WHO:

- Knows what you want and understand today's job market.
- Has a targeted industry, organization and audience waiting for your résumé.
- Is experienced at networking in your industry.
- Understands how to target the decisionmakers.

### WHAT'S INCLUDED?

- **One-on-one** meeting in person, by phone or by Skype to discuss your goals, any perceived challenges and your strategy.
- **In-depth** career survey customized to your profession, industry and targeted role designed to capture the metrics required to create a compelling value proposition—YOUR STAMP OF EXCELLENCE!
- **Targeted networking letter** – a compelling and persuasive, complementing the résumé. Perfect for personalized and directed communication that can be customized by you. Never worry again how to write the perfect, compelling and powerful letter.
- **Customized + branded résumé** targeted to your desired industry that will open doors to your targeted decision maker.

### PROCESS, MILESTONES AND WHAT TO EXPECT:

You get to work with a **MULTIPLE CERTIFIED, AWARD-WINNING** Career Professional, Chartered Human Resources Professional and Certified Résumé Strategist, **MAUREEN FARMER**, who will help you reach your goals.

- We decide to work together. Fee is submitted in full.
- We schedule a private and confidential meeting in person, by phone or Skype to determine the focus and strategy.
- We collaborate as partners so the result is the best reflection of you that helps you stand out and positions you as the first choice among your competitors.
- We work together to uncover your unique value proposition instilling trust and confidence in your targeted companies.
- Using a handful of tools unique to me, we craft a **3D image** of you and your brand designed to open the right doors.
- Branded career documents are delivered within 10-14 business days.

**Investment: \$2495 + HST (NO HST FOR INTERNATIONAL CLIENTS)**



**MAUREEN FARMER**  
CPHR, CELDC, CCMC, CERM

I'm an executive career strategist, helping corporate executives navigate the hidden job market with confidence, intent and success.

When you're considering a critical career move, you need crystal clear goals, powerful branding and an effective career marketing plan that will get you the job.

I can help.  
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[ATLANTIC TIME ZONE]

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Microsoft said, "You have the job - your resume is terrific. Now all we need to know is what you are going to do with us..."

*Kat H., Organizational Development Executive*

SERVING CLIENTS  
GLOBALLY

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ANCHORED IN  
HALIFAX, CANADA