Choosing a Resume Service or Career Coach

Optizm Global has one goal for our professional clients, and that is to ensure that your professional resume stands out from the competition.

Now more than ever, companies are looking at the character, personality and values of prospective employees, along with their skills, experience and education. They are looking at LinkedIn Profiles, emails, Twitter, Facebook, affiliations and all social media outlets to obtain a full picture of who you are. Instead of waiting for them to define you, get ahead of the curve and define yourself with a Personal Branding Statement. It is a new concept our dedicated team of international resume writers and HR Professionals have introduced with strong response from our pool of prospective employers.

Your CV or professional resume is your most important branding statement summary, and absolutely critical to standing out and moving to the "short list" for any position. Our dedicated team of experts can help you focus on multiple resume versions to achieve your career goals, including:

- Achievement Based Resume Writing. Cover Letter Writing & LinkedIn Profile Development
- Resume Writing To Pass "Automated Resume Software Programs"
- Keyword Rich Resume Writing
- Strategic Keywords Implementation
- Resume Design Strategy (Resume layout and design presentation)
- Country (Geo) Specific Resume Writing
- Skillset or Position Specific Resume Writing
- Industry/Vertical Specific Resume Writing

Choosing A Resume Service

Our role is to educate professionals on this process so that they can make well-informed decisions and present themselves in the best light to further their career. Listed below are scams to avoid and sound advice when selecting a resume writer or career coach.

What to Look For:

- A resume writer and career coach must be a true "renaissance person".
- They should have an MBA degree so that they understand business principles.
- They should practice what they preach. They should have experience in management I a corporate environment themselves, and actively ran organizations like operations,

logistics, marketing, IT, finance, etc. Ideally, they should have industry-specific experience to your vertical whenever possible.

- They should be familiar with multiple industries including manufacturing, retail, healthcare, banking, financial services, education, etc.
- They should have real credentials that took decades to obtain, including advanced degrees, publications, major consulting engagements, executive coaching, public speaking, etc.
- They should be familiar with market, industry and economic trends in order to help guide your career.
- A credible resume service and career coach should have numerous testimonials, not just a handful of canned ones.

What to Avoid:

- Avoid the ultra-cheap resume with all kinds of guarantees and/or a 24 hour turn-around. You're going to get a cookie cutter, assembly line resume that will not impress anyone. You're better off doing it yourself and saving a few dollars.
- Don't be impressed with coaching and writing certifications that can be obtained in a matter of days. In fact, you can have a GED diploma and qualify for these certifications.
- Don't be impressed with someone whose background is academia. They are clueless about the real job market.
- Don't be impressed with someone who claims they were in human resources. A human resources person deals with policies, procedures and benefits. They are not experts in finance, operations, logistics, marketing, supply chain, etc.

We specialize in the following:

We encourage you to download one of our position specific resume writing informational sheets.

- Senior Management & Executive Resumes
- Information Technology
- Administration & Operations
- Sales & Marketing
- Finance & Accounting
- Government and Defense
- Skilled Labor (Engineering etc)
- Project Managers / Analysts

Experience the **POWER** of **Optizm Global** for yourself. Don't delay – contact us today for a free one-on-one consultation and quote.