

The background of the slide is composed of several overlapping, hand-painted brushstrokes in various shades of orange and peach. The strokes are thick and textured, creating a sense of movement and depth. The colors range from a deep, saturated orange to a very light, almost white peach. The overall effect is warm and artistic.

The Personal Touch Career Services

**Samples & Services for
Private Service Professionals**

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Are You Dreaming of a New Job?

Practically every professional dreams of a better job. You might be seeking more meaningful work from a company that promotes a positive culture and a healthy work/life balance. Maybe you want to move up the corporate ladder into higher management roles. Or perhaps your dream is to land in an entirely different field, diving deep into work you love while leveraging your current skills in a new way. No matter what your target job is, if you're like most people, you want to earn a better salary.

Today is the day to turn your dreams into a reality.

WHY NOW?

In case you hadn't heard, we are in a hot employment market. In unprecedented numbers, employees are leaving their current jobs to find more personally fulfilling, rewarding, and profitable positions. As a result, employers find themselves in a position where they need to up their game to attract the best candidates. Salaries are on the rise and work flexibility is increasing as more companies realize that they can accommodate remote workers permanently.

Are you ready to reap the benefits of this employee-focused market?

Even though companies are hot-to-hire, many job seekers are still struggling to land that dream job. They KNOW they can perform the work; They just aren't getting the chance to prove what they can do because of unfocused resumes, outdated LinkedIn profiles, or ineffective job search strategies.

IT'S NOT YOUR FAULT.

If you are struggling in your job search, it is probably not your fault. Most professionals never received training in how to effectively search for a job. Even if you got support from your college's career services department, it was probably only an overview. And that was 5, 10, or even 20 years ago.

Times have certainly changed.

THERE IS HOPE.

The good news is that your job searching strategies and tools can be improved, especially when you work with a proven company like Personal Touch Career Services. From professionally written resumes to comprehensive coaching programs, we can help you land that dream job in half the time while earning a higher salary.



Home of the 60-Day Job Search

60 DAYS THAT CAN CHANGE YOUR LIFE.

The 60-Day Job Search helps professionals land a job they love in half the time while earning up to a 20% increase in their salary.

Since 2011, we have been guiding job seekers through the employment maze, teaching them highly effective strategies to get a job and build a foundation for their careers. With our signature 60-Day Job Search program, you will learn proven tactics to take the guesswork out of your search.

THE BENEFITS OF COACHING

In the 60-Day Job Search program, we give you specific strategies to vastly improve your job search:

- Shave months off your job search.
- Network without being creepy, weird, or pushy.
- Streamline the application process, including the tricks to tweak your resume quickly.
- Protect your privacy while still being visible to recruiters.
- Track down hiring managers and key decision-makers.
- Ace the job interview while identifying the red flags of a bad company culture.
- Discover your true worth and earn up to 20% more in salary.

"This was life-changing, I mean it. Not only am I better at interviewing but it has helped me in my personal life. I strongly suggest others get the coaching and mock interviews; you'll learn about yourself on a much deeper level." -Khoa T.

"I needed to find a very specialized position in a limited location. Donna's key helps included writing the perfect cover letter and, even more important, finding the hiring manager. After I reached the hiring manager, he confessed that my resume was not in his radar...That contact was critical in getting the new job I will be starting in two weeks. Donna also helped in my negotiations that increased my salary, got extra vacation time and resulted in a hiring bonus! I am very glad I decided on working with Donna on this process." -Jose C.

DO YOU NEED COACHING?

How does the typical job seeker tell if their job search is effective? They get an offer, right? But how can you know if your job search is effective before you get that offer? Skilled career coaches know how to assess key performance indicators and evaluate your success throughout the job search. Then, we can course-correct your job searching methods BEFORE you miss out on your ideal job.

Are you:

- Not getting past the HR department's screening computers?
- Finding that your old, reliable network is not generating job leads or interviews?
- Struggling with finding hiring managers and reaching out to them?
- Unsure of how to tap into the hidden job market?
- Getting interviews but not landing the job offers?
- Missing out on additional salary due to ineffective negotiation strategies?

If you answered yes to any of these questions, the 60-Day Job Search will get you out of your rut and back on the path to a successful, rewarding career while cutting the search time in half.

OUR PROGRAM

We use a combination of personal coaching, group sessions, written materials, and additional video-based content to help you take your career to the next level.

- Weekly group coaching sessions
- Individual Job Search & Salary Analysis session
- Individual Mock Interview, complete with a written evaluation and review
- Donna Shannon's book, "Get a Job Without Going Crazy," as a kindle or in paperback
- Access to over 3 hours of self-directed video-based content
- Private Facebook group for communication, accountability, and fellowship

If you would prefer a one-on-one approach, we do offer private sessions as well.

"I strongly recommend working with [PTCS]. They are outstanding when it comes to maintaining close communication with you and the quality of their work is top shelf! I found their knowledge and expertise to be above and beyond any expectation I could have ever imagined." -Peggy H.

Special Coaching Services



While the 60-Day Job Search program provides a deep dive into the entire job searching process, you might need some targeted coaching to reach your specific goals. Thanks to our expert coaches with over ten years of experience, we can quickly determine any roadblocks and get your job search back on track.

INDIVIDUAL STRATEGY SESSIONS

Do you have a burning question or a unique situation? Then our 30-minute and 60-minute sessions are the perfect solutions. Our seasoned coaches provide guidance based on real-world Human Resources practices. With topics that range from how to tweak your resume for a specific job to dealing with delicate issues such as disability accommodations or religious exemptions, we have seen it all.

In addition to the job hunt, our strategy sessions provide long-term career guidance. Yes, we really DO care about where you see yourself in five years! We can help with those strategic career plans while providing spot-checks along the way. Many of our clients return to us year after year to make sure they reach their long-term career goals.

"I was uncertain how to present myself since I wore so many hats and felt a bit undefined in any one role. Donna coached me in interviewing skills and even held a mock interview to practice for specific jobs. She was responsive all along the way to any email or phone questions I had about upcoming interviews and within 3 weeks of hiring them on to help me, I was gainfully employed." -Louis M.

"Donna is not only knowledgeable in her field, but she is funny, personable, and really cares about the success of others. If you're looking for someone that fits that bill when needing coaching and guidance on your career, she is your last stop!" -Christy L.

INTERVIEW COACHING

Our most popular coaching service.

Our interview coaching clients constantly report that they land more job offers and successfully negotiate a higher salary.

Are you getting interviews but not securing job offers? Chances are, the problem is not with your qualifications but with your interview skills. Thankfully, even the most nervous job seeker can vastly improve their chances with our dedicated Interview Coaching program.

You and your coach will develop a strategy to get you through the most strenuous interview practices. No more flubbing over answers. No more struggling to come up with relevant stories for behavioral interview questions. Plus, you will learn to read the company during the interview to spot the red flags that signal a terrible job.

Package includes:

- Private 90-minute coaching session.
- Mock interview with written evaluation and review.
- Meaningful exercises to enhance your long-term learning.
- Over three hours of additional video-based, self-directed content.

SALARY & COMPENSATION NEGOTIATIONS

From new graduates to the C-Suite, everyone can use a guide through the complex world of compensation negotiations. Unfortunately, far too many job seekers fail to even try to negotiate their salaries, resulting in thousands of lost dollars every year. Worse, starting a new position at less than you are worth creates a self-perpetuating cycle of low pay since every raise is based on a percentage of your current salary. Executives and high performers face even more challenges, especially when considering such items as bonuses, stock options, relocation expenses, perks, and paid time off.

With our in-depth Compensation Negotiations, we help with every volley between you and the company. We're in your corner, helping you get what you are truly worth – today AND tomorrow.

Package includes:

- Private, confidential coaching session with same-day email access.
- Detailed Salary Analysis to identify your fair market value.

"My coaching was great, my resumes were way more polished. The team was flexible enough to accommodate me getting a job interview during the coaching process, and I got a new job during the 2020 pandemic." -Mark Y

Writing Services



"I strongly recommend working with the Personal Touch. Beth took the time to get to know me and helped me understand what I needed to do differently to be successful. I am so glad I reached out to Personal Touch Career Services." -Michael W.



HOW EFFECTIVE ARE OUR RESUMES?

In July of 2021*, we surveyed our past clients to see how their new career documents were helping their job search. 73% of participants had landed significantly more interviews and 49% had gotten a new job with in 2-3 months of receiving their new resumes.

COMPREHENSIVE RESUME PACKAGE

Our ATS-compliant resumes are designed to not only read well, but also survive the HR screening process; which will in turn get you more interviews. This package includes all the essential documents you need for a successful job search: resume, LinkedIn profile, and cover letter. Additionally, Donna's groundbreaking book, "Get a Job Without Going Crazy," will give you expert knowledge on job searching to make sure you can land your dream job as quickly as possible.

The Comprehensive Resume Package Includes:

- Our exclusive, personality focused questionnaire
- 30–45-minute phone or Zoom interview with your writer
- Custom keyword analysis
- Resume delivered in Word and PDF formats
- SEO enriched LinkedIn profile
- Customized, editable cover letter template
- Two rounds of editing
- Donna Shannon's book, "Get a Job Without Going Crazy"



DO I REALLY NEED A LINKEDIN PROFILE?

With over 500 million users worldwide, LinkedIn is the premiere outlet for job seekers and recruiters alike. Having a dynamic profile, rich with keywords, is a great way to attract recruiters, but that is only one part of LinkedIn. You need to know how to best utilize the whole site! When you purchase a LinkedIn profile with us, you also gain access to Donna Shannon's Udemy.com course: "How to Use LinkedIn to Get a Job Without Going Crazy." Of course, we still write the whole profile for you (with clear directions on how to update your profile)--the class is a bonus that few other writing services offer.

WHAT OTHER WRITING SERVICES DO WE OFFER?

In addition to your core job searching documents, we also offer other documents such as Executive Bios, thank you letters, reference pages, and more.

* 138 clients from March 2021-June 2021 were surveyed

"[They] took the time to get to know my past career experience, but also took the time to get to know me as a person. They are a pleasure to work with and will work with them again in the future. If you are looking to have a resume that will get noticed, Personal Touch Career Services is the one to hire." -Mike N.

"After 2 years of using my old resume and getting NO interviews, I had Donna redo my resume. Today I have 2 (count 'em--2) interviews! I can only attribute the difference to her expertise." -Karen S.

The Changing Face of Private Service



IT'S NO SECRET that the world of luxury lifestyle management is very different from the typical job in a large company. As such, landing a job in this industry is a separate animal as well. While the corporate world possesses many strategies to get your resume into the hiring managers hands,

that is not the case in private service. By its very nature, private employers hide their identity and use tools like agencies to make it practically impossible to access them directly.

However, the past few years have opened avenues to estate managers, household managers, personal assistants, and other staff members that never existed before. While you may not be able to get to everyone on the Forbes Top Billionaires list directly, new players are helping the wealthy staff their estates. This means new opportunities for private services professionals – but it also means that their job searching tactics need to change as well.

THE TRADITIONAL ROUTE: PRIVATE SERVICE RECRUITERS

Without a doubt, the number one way to land a job with a High Net Worth (HNW) or Ultra-High Net Worth (UHNW) individual or family is to work with an established recruitment agency in this field. In fact, many of the top agencies have been in business for decades, connecting candidates with private estates across the country and around the globe.

Who are their ideal candidates?

Usually, these recruiters require a set number of years of experience working with an HNW or UHNW family before they will consider a candidate, usually at least five years or more. However, some do place people with less experience, especially if they have received special training, a household management certification, or experience in a relevant industry such as a chef, chief of staff, or high-level executive assistant. The thing that matters the most is the desire to serve, along with talent, discretion, confidentiality, and adaptability.

Agencies are always looking for top talent, even if they don't have an opening for you right now. Additionally, not all their jobs are openly advertised on their site, as some employers have very strict confidentiality agreements. This is why you should apply, even if you aren't excited about the jobs you see on the public website.

Their process

Recruiters may post the jobs on their websites, on LinkedIn, or on a specialty website, such as EstateJobs.com. Regardless of where you find the job, you usually need to apply directly through their website for full consideration.

While most recruiters do have their own strategies and procedures, in general, you can expect to fill out a pretty lengthy and complex application, even after you upload your resume to their site. Why? First and foremost, recruiters conduct extensive background and reference checks. By completing the application, you legally agree to these conditions to be considered for placement. Second, it is a test to see how well you can follow detailed, written instructions. Third, recruiters use complex databases to match candidates to private employers. They need all the data points in the application to make the match. That's why you want to be thorough on any questions about your salary requirements, ideal locations, skills, experience, education, and especially your personality.

What they want in your resume and LinkedIn profile

Most recruiters will make slight adjustments to your resume before sending it to a potential employer, even if it is simply removing your contact information. However, they won't completely re-write the resume for you; it's just fast tweaks at the very most. You need to have a solid, well-written resume that is in a format they can change. Most agencies prefer a Word document with straightforward formatting. Avoid using a lot of graphics, text boxes, or tables, as they can cause problems both with uploading the document and with edits later on.

It is standard in private service to include a picture of yourself on the resume or as a separate file. This is in addition to your picture on your LinkedIn profile. It should be a high-quality headshot that is supportive of your image. For example, if you are applying for a private chef role, a picture in your chef jacket is appropriate. An estate manager would appear in a full suit as that is the equivalent of a senior leader or executive role.

Both your LinkedIn profile and your resume need to include a comprehensive skills section that shows the employers what you can do. Some biographical information is helpful as well. It is not unusual for a traditional private service resume to be three or four pages long, although many HNW individuals are showing a new preference for the two-page resume in a business format. On LinkedIn, never reveal facts about a private employer.

DOWN TO BUSINESS: THE FAMILY OFFICE

A family office is the wealth management arm for an HNW or UHNW family. They take care of all the asset management, which can include the real estate or private residences. As such, some do step in to hire staff for the family.

Who are their ideal candidates?

Family offices only post jobs when they have a specific opening. The ideals change depending on the job, the employer, and the timing. Standards change as well. For example, one family office

may be very open to working with a new Personal Assistant who has a strong history of supporting executives in a corporate environment, while the next may only consider people with extensive experience. Similarly, some offices recognize the value of certifications and others may not.

Their process

Family offices manage their recruitment process like a corporation. The application won't be as long as an agency's, but they will conduct the background checks. As most family offices are small, the resumes are reviewed by actual humans instead of relying on a computerized screening process.

What they want in your resume and LinkedIn profile

A family office needs a pristine resume and LinkedIn profile. Assuming you make the cut, these will be passed directly to the employers, exactly as you submit them. For the resume, you can get fancier with the formatting, however, if you do, send it as a PDF instead of a Word document.

Robust skills sections are important, but the writing should be formal throughout the resume. If a biography is requested, it can be sent as a separate document. Pictures on the resume are not as important, as the family office will check out the LinkedIn profile for that. Any information about private employers on LinkedIn must uphold confidentiality standards.

WHAT'S THE (KEY)WORD: THE PRINCIPAL'S HR DEPARTMENT

Sometimes, an HNW individual will use their company's HR department to hire their staff. Like the family office, they only post jobs when there is an opening. Unlike family offices, it is rare to find HR professionals who really understand what managing an estate really means. This can be a challenge for the candidates.

Who are their ideal candidates?

Because of the lack of understanding, HR only knows what is written on the job description which was provided by the employer or the current estate manager. This means that they must rely on the keyword phrases to screen candidates. If your background or qualifications don't match that job description, they will move on to the next applicant.

Their process

HR uses screening computers and algorithms to select candidates for interviews. To get to that point, you need a 50% to 70% match on keywords to survive the screening process. Unfortunately, that includes stupid keywords like "excellent communication skills." Even their initial phone interviews are an extension of the screening process. Bottom line: HR reacts to the words, not necessarily the meaning behind them.

What they want in your resume and LinkedIn profile

HR does not want nor care about "fluff." The resume and LinkedIn profile should be keyword driven, clear, and to the point. They don't want to wade through massive paragraphs to find the nuggets that relate to the job posting. They definitely don't want a headshot on the resume, as they are cautious about perceived bias, even though they do want the picture on the LinkedIn profile. The format of the Word or PDF document should avoid graphics and text boxes, as they

will make their online application systems (aka the ATS, or applicant tracking system) choke and create errors in the database.

LET ME DO YOU A FAVOR: EXECUTIVE RECRUITERS

A relative newcomer to the private service recruitment are the executive recruiters, or head-hunters. Often times, they don't have a lot of experience in placing private service professionals, but they just worked with the CEO and now wants to "do them a favor" by helping them find staff for their estates. Like HR, they are going literally off the job description without the nuances of understanding the personalities that excel in private service.

Who are their ideal candidates?

Just like HR, it varies from job to job. They may pay more attention to the candidates' stories, as they are concerned with connecting to the employer's personality.

Their process

Executive recruiters do operate similarly to the HR department. However, they won't be as keyword driven. Like family offices and private service agencies, these are boutique firms who will at least let a human being read your resume before deciding on if it's a match or not.

What they want in your resume and LinkedIn profile

Where these recruiters use the keywords is on LinkedIn, as they use them as a base to search for candidates online. In fact, they rely heavily on LinkedIn, as that is one of their main tools in finding and placing executives. Resumes should be stylish, elegant, and descriptive without going over two pages. They rarely make changes to the Word document, but if they do, their Microsoft Office skills are more advanced. They may ask for more supplemental documents, such as the biography or executive summary.

HOW PTCS CAN HELP

Since 2005, we have been helping private service professionals land jobs that they love. Thanks to our experience with traditional business careers and luxury lifestyle management industry, we understand all four audiences for your resume and LinkedIn profile. We constantly stay on top of the latest development in job searching. With our diligent and ongoing research, we saw these trends emerge and will be ready to catch the latest developments in the future.

Most of all, we understand that your resume tells your story in a way that connects with employers. Whether its an HR department screening on keywords or presenting a biography to a UHNW individual, we create seamless documents that address their main areas of interest and expertise. With us, our greatest success is crafting career documents that accurately represent you – the REAL you – on paper.

Sample Resumes



While these samples are primarily shown as 1-page resumes, most of our final products are 2 pages in length.

Geoffrey Butler

New York, NY ✦ fakeemail@fmail.com ✦ 212.555.1234

Estate Manager

Trustworthy ✦ Discreet ✦ Diligent



Dependable household leader with 15+ years' experience in private service and proven ability to meticulously manage properties and inspire staff to perform at the highest level. Consistently manages large scale and complex projects on-time and on-budget, whether it be a complex construction project or a formal event. A hands-on manager who believes in fostering a friendly and positive work environment that emphasizes a team-oriented approach. Quickly establishes effective communication protocols, performance expectations, and service standards with the principals to drive their service vision.

Key Skills

- Staff management, recruitment and training
- Vendor selection, negotiation, and management
- \$MM financial management & budgetary controls
- Expense approvals and tracking
- Liaison with principals, business office, and nonprofits
- Care of fine art, furnishings, linens, crystal and items
- Wardrobe organization, seasonal turns, care
- Fine art and household inventory management
- MS Office Suite, GSuite, Airtable, WhatsApp, Duo
- Construction project management
- Oversight of multiple properties
- Seasonal and emergency maintenance
- Pool landscaping and garden management
- Fleet vehicle management and maintenance
- Smart Home technology
- Travel coordination and itinerary planning
- Formal table service and wine knowledge
- Event planning for up to 1,000 guests

Professional Experience

Estate Manager

July 2010 – Present

Private Family, Washington, D.C.

Provide exceptional personal service and estate management to politically and socially active family on a 5K sq ft historic residence located on a pristine two-acre property.

- Manages a team of four full time employees including housekeeper, personal chef, nanny, groundskeeper, and multiple vendors and subcontractors.
- Provide crisis-management services for family members and staff as necessary.
- Recruits and trains new staff members, providing comprehensive training on in-house standards and culture.
- Establish and maintain formal communications procedures among staff and family.
- Oversees annual household budget and day to day cash management, regularly reviewing all financials.
- Coordinates all maintenance for the properties: HVAC, plumbing, electrical, and smart home technologies.
- Directs art acquisition, rotation, and sales as the curator for the private art collection.
- Managed extensive remodel of 2K sq ft guest house, completed on time and within \$2M budget.
- Coordinates frequent social and charitable \$MM events at the property and external facilities for 20 – 200+, liaising with non-profits, vendors, entertainment and protocol staff to ensure outstanding results.
- Assists principal as needed with frequent and complex domestic and international travel arrangements, including ground travel and hotel accommodation; assists her with wardrobe coordination and seasonal turns.
- Ensures excellent care and loving attention is consistently provided to two dogs and two cats.



TYLER DURDEN

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ESTATE MANAGER
PROVIDING GRACIOUS SERVICE TO FINE FAMILIES AND ESTATES

Over 10 years of dedicated service for High Net Worth families throughout the United States, in both formal and informal households. Known for coaching staff members to deliver the best possible outcomes to our principals, whether it is the meticulous cleaning of a luxury residence or providing gracious service at events and private dinners. Able to manage multiple projects simultaneously without sacrificing quality results. Enjoys solving problems in multiple capacities, including personnel training, staffing, vendor relations, construction management, or operational systems.

SKILLS and STRENGTHS

- Management of multiple properties
- Residential construction, maintenance, and landscaping
- Management, recruitment, and training of staff
- Event planning for up to 300+ guests
- Fine art and household inventory documentation
- Home systems and smart home technology
- HR compliance and payroll
- Budget management and cost controls
- Excellent knowledge of food and wine
- Multiple, simultaneous project management

Technical expertise: Microsoft Office Suite, Google Suite, Airtable, QuickBooks, Nest, Google Home, SimpliSafe

EXPERIENCE

Estate Manager / Consultant **Confidential Family – Location, CO** **Mar 2015 – Present**

Manages all aspects of 12,000 sq. ft. UES Townhouse and 20-acre Aspen Estate.

- Evaluates and resolves employment issues for fulltime staff of 10 and multiple part time employees, including hiring, firing, training, and management.
- Evaluation and oversight of all residential facility maintenance requirements including HVAC, electrical, plumbing, lighting and AV systems, security, and grounds in two luxury residences; assess ongoing and deferred needs, recommend solutions, and oversee implementation including vendor management and budgeting
- Organize and execute social and professional events for 20 to 500+, including vendor selection and hiring, food and wine program, and entertainment

Key Projects

- Supervision of \$10M construction of Aspen residence: hired general contractor, negotiated vendor agreements and completed within 18 months. Home is currently the flagship for service standards and process implementation for the family.
- Established all aspects of estate management including preparation of operating budgets.
- Created household manuals and developed and implemented service and security standards.
- Established formal communication protocols between the residences, the family office, plane, and the primary business to meet the principal’s demanding schedule.
- Directed art acquisition, rotation, and sales as the curator for the private art collection.
- Created emergency evacuation protocols for both individuals and the high-value art collections unique to residences
- Evaluated the maintenance procedures for all the residences and implemented regular schedules for preventative maintenance and emergency situations.

ARTHUR DENT

CERTIFIED ESTATE / HOUSEHOLD MANAGER



123 Fake St
 Denver, CO 80000
 303-555-5555
fake@fake.com
www.linkedin.com/pub/fake

Professional Profile:

I believe in giving people credit and lifting them up – whether they are my staff members, vendors or my principals. Sharing this positive attitude is the key to helping people succeed in life. This is how I knew I had a genuine service heart, one of the most critical attributes for anyone in the private service industry.

Knowing that I had a passion for organization, entertaining, management and details, I was inspired to leave my successful career as the leader of a non-profit travel association to attend the well-known Starkey International Institute for Household Management to launch my new career in Household and Estate Management. The classes greatly enhanced the skills I already possessed in the area of system development, staff leadership and entertaining. Plus, I relished diving into the course material for the luxury market: everything from formal service to the proper care of silver and china. Since my graduation, I have worked within two High Net Worth households, bringing order and perfection to the operations of the expansive residences.

Ultimately, I would like to achieve happiness and peace, knowing that I have fulfilled my life time career goals, with continuing my career stages in everything that I have loved to do. From my first career in the travel industry to becoming an Executive Director in tourism, all of my experiences have prepared me to handle the multitude of details required to run a luxury property as a Household Manager. I plan on continuing my career into an Estate Manager role, being a stable key manager for my principals.

Skill Synopsis:

- 12 years of non-profit Executive leadership
- Budget creation, tracking and expense reconciliation
- Project management with detailed report generation
- Creation of household manuals and procedures
- Management of household staff
- Supervision and direction of maintenance vendors
- Management of landscaping with numerous vendors
- Vehicle and water craft maintenance management
- On-property water features/ oceanfront properties
- 10+ years of international/ domestic travel coordination experience
- 8+ years of creative event planning
- Certified Sommelier: skilled in Food & Wine
- Trained in multiple service styles
- Home security systems operation
- Wardrobe management and maintenance
- Certified CPR & First Aid
- Exceptional guest and pet care

Technology Expertise: Starkey Household Management System; Microsoft Word, Excel, PowerPoint; QuickBooks; iPad; Smart Phone. Typing/Computer Speed - 68

Smart Home Technology; AMX system, Apple TV, HULU, Alarm System, and Kaleidescape

Professional Experience:

Estate Manager / Personal Assistant **Aug 2012 – Present**

Confidential Private Employer – LOCATION

Oversees the operations of two oceanfront estates for a couple, consisting of 10,000 sf main residence, 5,000 sf guest residence and boat house for Grady-White boat and 4 additional watercraft. Principals entertain heavily, with guests and family frequently staying for extended periods of time.



ELLEN RIPLEY

123 Fake St, Denver, CO 80000
 303-555-5555
 fake@fake.com
 LinkedIn.com/in/ellenripley

NEWBORN CARE SPECIALIST

I have dedicated countless hours of experience and training towards my passion as a Newborn Care Specialist. Knowing that I can truly help new parents start their journey with their children in the most educated and empowered way possible is a true joy. I believe in being a pro-active partner with the parents, adapting to the family's individual needs and applying my years of training and experience to handle any challenge. Whether I'm establishing healthy sleep patterns, reviewing safety equipment for the car and nursery, or managing sets of multiples, my priority is giving the highest quality of care to the newborn. Through parent education, I create a sense of ease for the family, especially for first-time parents who may need additional guidance to give their new baby the best start possible.

KEY SKILLS

- Multiples, Special Needs, and Premature Infants
- Empowering and Educating New Parents
- Postpartum Support for the Family
- Breastfeeding Support and Education
- Practicing and Teaching Safe Swaddling
- Healthy Sleep Conditioning
- Nursery 'Must-Haves' and Set Up
- Medication Distribution and Tracking
- PICU, NICU, Pediatric Clinic & Orthopedics
- Impeccably Strong Work Ethic
- Mindful Attention to Detail
- Compassionate and Empathetic
- Organized and Punctual
- Overcoming Feeding Challenges
- Handling Infant Food Allergies / Intolerances
- Baby Meal Preparation and Shopping

EDUCATION

Bachelor of Science in Early Childhood Education 2001
 Louisiana State University – Baton Rouge, LA

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

CPR and First Aid Certified		Continual since 2002
Certified Postpartum Doula –	CAPPA, Flowery Branch, GA	April 2016
Advanced Newborn Care Specialist -	Newborn Care Solutions, Phoenix, AZ	Jan 2016
Child Passenger Safety Technician –	Safe Kids Worldwide, Washington, D.C.	May 2015
Reducing the Risk of SIDS in Childcare -	American Academy of Pediatrics Online Program	Feb 2015
Happiest Baby Educator –	Happiest Baby Education Assoc, Los Angeles, CA	Sept 2014
Advanced Sleep Training Certificate -	Gentle Ventures Training Center, Scottsdale, AZ	July 2014
Newborn Care Specialist Course -	Gentle Ventures Training Center, Scottsdale, AZ	June 2014
Volunteer Babywearing Educator –	Babywearing International, Anywhere, IL	May 2012

PROFESSIONAL ASSOCIATIONS

International Nanny Association (INA)
 Childbirth and Postpartum Professional Association (CAPPA)

NEWBORN CARE EXPERIENCE

Provides dedicated, full-time care to infants ranging in age from birth through 12 weeks. Typical Newborn Care Responsibilities include:

- Ensuring the newborn's safety and comfort by providing continual care
- Maintaining healthy sleep with consistent routines and optimal sleep environments
- Changing diapers properly and efficiently and adequately burping babies post feeds
- Keeping dedicated logs of the baby's habits and assisting when needed
- Recommending the ideal foods, carriers, linens, and car seats for the baby
- Setting up nurseries according to Waldorf and Montessori methodologies
- Promoting the future welfare of the newborn by imparting useful knowledge to parents

Specific Newborn Care Specialist positions:

A Family, Anywhere, IL –	Twins	May 2016-Present
B Family, Winnetka, IL –	One Newborn	May 2016
C Family, Winnetka, IL –	One Newborn	Feb 2016 - April 2016
D Family, Anywhere, IL –	One Newborn	Dec 2015 - Feb 2016
E Family, Anywhere, IL –	Triplets	Oct 2015 - Nov 2015
F Family, Anywhere, IL –	One Newborn	Sept 2015 - Dec 2015
Confidential Private Family, Anywhere, IL -	One Newborn	Nov 2014 - Jan 2015
G Family, Anywhere, IL –	One Newborn	Feb 2015 - April 2015
H Family – Anywhere, IL –	One Newborn	Nov 2014 - Jan 2015
Confidential Private Family, Anywhere, IL –	Twins	Nov 2014 - Jan 2015

ADDITIONAL NANNY EXPERIENCE

Accepted long-term nanny assignments with various families, helping with younger children while also helping with the home operations. Typical nanny responsibilities included:

- Provided full charge childcare for infants through preschool ages.
- Attended doctor's appointments, provided health reports, and assisted with physical and speech therapy.
- Provided overnight care during parents' travel. Helped families pack and prepare for travelling.
- Prepared children's meals and conducted personal shopping for groceries, school supplies, and clothing.
- Performed light housekeeping for common spaces, and laundered children's wardrobe.
- Supervised maintenance vendors on the property for homes ranging from 5,000 – 7,000 sf.
- Scheduled and accompanied children to classes and special activities

Specific Nanny Positions:

A Family, Anywhere, IL –	Two Children	April 2015 - Dec 2015
B Family, Anywhere, IL –	One Child	April 2012 – Oct 2014
C Family, Anywhere, IL –	Two Infants	January 2011 - Dec 2011
D Family, Anywhere, IL –	Twins	Aug 2008 - Dec 2010

VOLUNTEER AND HONORS

Special Civilian Advisor/ Honorary Lieutenant 1st Class – Colonial Marines

- Specializing in xenomorph containment and destruction.

ADDITIONAL INFORMATION

Avid hiker, mountain climber, and outdoor enthusiast.
 Class 2 Rating – Heavy Loaders.

Who We Are

Since 2004, the Personal Touch Career Services has helped over 3,000 professionals move forward in their careers. Our coaching clients consistently earn 20% more salary while cutting their job search time in half. At PTCS, we directly address our clients' struggles with their job search to make an immediate and long-lasting effect on their careers.



We are one of the top-rated resume writing and career coaching services on Google in Denver, Colorado.

Our dedicated team of writers and coaches possess years of experience in the career development field. In addition, many of our team members hold industry-specific certifications, such as the Certified Professional Resume Writer (CPRW) from the Professional Resume Writers Association (PRWA.)



DONNA SHANNON
President, Career Coach,
Lead Visionary

In today's market, landing a fantastic job is no laughing matter. With more than 15 years of experience as a career coach and job searching expert, our founder Donna Shannon knows that truth like no other. In fact, Donna draws on her background in Human Resources and Recruiting to develop job searching strategies based on real-world hiring practices. Her driving vision is to provide the best guidance possible for job seekers to help them realize their own dreams.

Holding a unique career path herself, Donna believes in following her passions. Her professional experience spans multiple industries, including broadcasting, renewable energy, and even an occupational school for private estate management. And yes, she does stand-up comedy as well! She obtained her first degree in Music Business Management and Audio Engineering from the Art Institute of Colorado. In 2012, she completed her second degree in Business with an emphasis in Entrepreneurship from Regis University.



LATRICIA FRIEND
Writer, Coach

Joining the team in 2012, Latricia is one of the original writers hired by PTCS, although she first met Donna as a student at the Starkey International Institute for Household Management. Upon gaining her Certified Household Manager (CHM) in 2007, she gained a role as the Household Manager for a prominent high net worth individual in the Washington, DC. Currently, Latricia resides in New York City area, where she established and continues to operate a fractional household management business to serve a small, select roster of discerning clients. Latricia earned the Private Service Professional of the Year from the Domestic Estate Management Association (DEMA) in 2017.

A self-proclaimed "grammar nerd," Beth Sager joined the Personal Touch team in 2014. Previously, she established her own resume and professional writing service in 2011. Over the years, she has generated resumes, LinkedIn profiles, and supporting documents for every industry and experience level, from the C-suite to entry level candidates. Her editing work goes beyond just resumes to help people with their academic, professional, and technical writing projects. Beth holds a Masters in Counseling Psychology and a Bachelors in Music Education. .



BETH SAGER
Writer, Lead Editor



AMY DRAYER
Writer, Sales

Amy is an engaging author and editor. In addition to her work with Personal Touch she ghost-writes for blogs, websites, social media accounts and newsletters. She specializes in brand creation and management for companies and individuals of all sizes and shapes. She grew up as a free-range kid on a rural island in the Pacific Northwest, then migrated south to attend Scripps College in California. She worked in politics in Washington, D.C. six years before moving with her family to Denver, Colorado. Amy is also a recent graduate of Lighthouse Writers Book Project and an avid fiction reader and writer of all genres.

Dia Kline is a multiple award-winning public speaker, actor, writer, comedian, voice over artist, coach, and resume writer. Being a storyteller by nature, she genuinely appreciates the opportunity to tell your story. She loves talking with people from all walks of life to listen and understand what it is they do. She writes resumes for all professions within all levels and specializes in the Entertainment field. When it comes to interview coaching, her public speaking expertise easily guides job seekers into securing more job offers.



DIA KLINE
Writer, Sales, Coach



FAQs

WILL COACHING GET ME MORE MONEY?

Our coaching clients consistently increase their salaries by 20% while reducing their job search time by 50%.

IS IT WORTH IT TO GET COACHING FOR JUST A SINGLE JOB?

Yes! We give our clients a foundation for their career, building a viable path to meet their 3-year, 5-year, and 10-year financial and professional goals.

DOES THE 60-DAY JOB SEARCH PROGRAM GUARANTEE THAT I'LL GET A JOB?

While we don't offer guarantees, it is a fact that by adding activities beyond simply applying to jobs, you will greatly reduce your job search time. What most people lack is a strategy for their job search. During the 60-Day Job Search program, you will gain clarity on your target jobs, learn how to track down hiring managers, establish effective networking strategies, and gain personalized interview tactics.

DO YOU OFFER PRIVATE COACHING SESSIONS?

Yes. Strategic coaching sessions, interview coaching, and salary negotiation coaching are all offered as private sessions. You can also get private sessions for the 60-Day Job Search program.

I'M ALREADY EMPLOYED. HOW DO I MAKE TIME FOR A JOB SEARCH?

Coaching sessions teach you how to make the most of your time to job search more efficiently. Additionally, our coaches and writers are quite accommodating to busy schedules.

WHAT IF I MISS A GROUP COACHING SESSION?

All meetings are recorded and shared within a private Facebook group for the 60-Day Job Search program.

WHY DOES PTCS FOCUS SO MUCH ON KEYWORDS?

Keywords are your lifeline! Just getting past HR's screening computers, aka the Applicant Tracking System (ATS,) requires a 50-70% keyword match.

DO YOU OFFER A GUARANTEE ON YOUR RESUME WRITING SERVICES?

While we do not offer money-back guarantees, we conduct a complimentary 30-minute coaching session to identify any potential issues if your resume doesn't produce interviews within a month or two. That way, we can determine if the problem is the resume or the job searching tactics. If we identify issues with the resume, we will do one more round of editing with one of our senior writers.

HOW LONG WILL IT TAKE TO FINISH MY RESUME?

We deliver the first draft of the resume in five business days following the personal interview with your writer. After that, we do two rounds of editing. Of course, getting to your final documents depends on how quickly you get back to us with your feedback. We draft the LinkedIn profiles after the resume is approved. **You have 30 days after the delivery of the resume's first draft to complete all your edits.** We find that this deadline helps our clients stay focused on their job search. Don't worry! Your resume will NOT take 30 days to complete. In fact, most of our clients finish their resume package within two weeks.

CAN YOU PRODUCE MY RESUME AND OTHER MATERIALS FASTER?

Yes! We do offer a rush service that reduces the time for the first drafts to three business days. There is a separate fee for the rush service, and it depends on availability.

DOES MY WRITER KNOW ABOUT MY INDUSTRY?

Our team is well versed in multiple industries. We will match you with the writer that understands your industry the best. Additionally, we conduct a new keyword analysis for each customer, identifying any industry's essential aspects and developments.

CAN I CHANGE A FEW THINGS ON MY RESUME AND COVER LETTER TO APPLY FOR DIFFERENT JOBS?

YES! Your documents are delivered as Word documents and can be easily customized for different applications. One note: If you are considering wildly different professions, using a separate core resume for each career path will vastly streamline your applications and improve your interview rate.

WHY DO I NEED A LINKEDIN PROFILE?

90% of recruiters will look at your LinkedIn profile (source: LinkedIn study, 2016.) Many employers allow you to apply with your LinkedIn profile, even on their own website. LinkedIn is one of the leading resources for higher-paying professional positions. If you are concerned with privacy or throwing up "red flags" to your current employer, we write your content in a way that protects you while still making you attractive to other recruiters.

WHY CAN'T MY RESUME BE ONE PAGE?

One-page resumes are only suitable for entry-level roles or networking purposes. Our resumes are designed to survive the HR screening process while still impressing hiring managers. In most cases, this requires a two-page resume.

Testimonials

"All the folks at Personal Touch were exceptional. They were professional and very helpful with their feedback and creativity. I would highly recommend them to anyone looking for a positive resume make-over."

Mike T. 1/18

"Even though I review resumes regularly, I dread having to update my own. Enter Donna and Sean to rescue me. They provided stellar service and a great finished product. My LinkedIn profile and resume were updated and tailored to highlight my core strengths - which have traveled with me across numerous industries. Donna and Sean did such a great job that I received an almost immediate call back after submitting my updated resume to a prospective employer. I accepted the senior-level position about 3 weeks later and am now enjoying my dream job. Thank you Donna and Sean!"

Maisha D. 7/19

"Beth was responsive and very personable through the entire experience. The one thing I appreciate the most is how open Beth was to personalizing my documents."

Jorge Z. 7/19

"I had a great experience with Donna and team. Melissa did a fantastic job overhauling my resume and writing content for my LinkedIn profile. I've already gotten much better traction with the roles I'm targeting."

Niko L. 6/19

"This was life-changing, I mean it. Not only am I better at interviewing but it has helped me in my personal life. I strongly suggest others get the coaching and mock interviews, you'll learn about yourself a lot more on a deeper level."

Khoa T. 6/19

"Melissa was very communicative, knowledgeable, and helpful. I never imagined that my resume could look this polished and can't thank you all enough. It is with a great deal of pride that I can now present my resume to potential employers. Thanks!"

Josh T. 3/19

"This was a great experience. Melissa was very patient with me knowing that my schedule never met up with hers and constantly answered all of my questions when I had them. I would highly recommend Personal Touch to anyone who needs help when it comes to resume services."

Kyle D. 1/19

"Outstanding service. Beth was great to work with and not only made great adjustments to my resume and LI, but was educational as well."

Tony C. 1/19

"I strongly recommend working with Personal Touch. They are outstanding when it comes to maintaining close communication with you and the quality of their work is top shelf!! I found their knowledge and expertise to be above and beyond any expectation I could even imagine. Such professional people, and Melissa was amazing in the resume, references, and Linked In documents she created. My confidence went off the chart!"

Peggy H. 10/18

"Personal Touch - it's not just a company name; it's their way of getting the job done! Just when you think you know yourself, and your previous career history; the team at PT really goes beyond your previous work history and what make you 'tick' - thank you Melissa & Donna, it was great working with you and getting me and my resume/profile back in the 21st Century! Oh, and thank you for helping me not go "crazy"... the book is fun while being very insightful."

David L. 9/18

"Donna was fantastic. She was easy to work with, knowledgeable, quick, and creative. Communication with her was easy and efficient. She really went out of her way to make me feel like I was the focus. She also went above and beyond to give me a final product that will be useful in many ways. Highly recommend."

James D. 7/18

"I needed to find a very specialized position in a limited location. Donna's key helps included writing the perfect cover letter and, even more important, finding the hiring manager. After I reached the hiring manager, he confessed that my resume was not in his radar because HR placed it in a different bucket! That contact was critical for getting the new job I will be starting in two weeks. Donna also helped in my negotiations that increased my salary, got extra vacation and resulted in a starting bonus! I am very very glad I decided on working with Donna on this process. Excellent support and excellent results."

Jose C. 5/18

"I am extremely pleased with Melissa and Donna's inputs on how to better align my career goals with how my resume and LinkedIn read. I would highly recommend them!"

Linda M. 4/18

"Great service! This really helped bring my resume into the 21st century and helped me see where I've been going wrong during interviews. Thanks so much!"

Rebekah C. 2/18

"All the folks at Personal Touch were exceptional. They were professional and very helpful with their feedback and creativity. I would highly recommend them to anyone looking for a positive resume make-over."

Mike T. 1/18

"I needed A LOT of help and Donna worked very hard, all the while being polite and patient when I couldn't understand where she was taking me. I am very happy with my resume and all the help along the way."

Chey R. 10/17

"Very pleased with my resume, the tone and language are highly industry specific and perfectly relevant to communicating my skill set. I could not have conveyed the same information in such a focused fashion. Definitely a great investment."

Dana G. 4/17

"After 2 years of using my old resume and getting NO interviews, I had Donna redo my resume. Today I have two (count 'em--2) interviews! I can only attribute the difference to her expertise! Thank you."

Karen S. 4/17

"I have never used a resume writing service before and now I wonder why I never did! I am incredibly impressed with Beth's ability to capture my career history very quickly. She wrote a fantastic resume and cover letter that will be sure to impress. I highly recommend Personal Touch to everyone and have already given referrals to my friends."

Linda B. 9/16

"The services I received was professional and courteous. Melissa was very inquisitive to get all of the information to complete a great resume. I came to professional services when I was in a middle of a career change. I came with a lot of fear and anxiety and after working with Melissa and Donna I felt confident and excited. I'm looking forward to my job search and new experiences."

Aaron R. 8/16

"Having not looked at my resume or actively interviewed with anyone for 15 years, I turned to the Personal Touch Career Services team for assistance. They are extremely professional and knowledgeable. With their expertise and coaching, I now feel I have the tools and confidence needed to begin the transition into the next chapter of my career"

Irene B. 12/15

"Beth did a great job with my resume. I truly believe it's because of the resume she wrote me landed my current job! I love the layout and the content, simple, classic and professional looking. She made my resume so much better."

Ye X. 6/15

"Donna was most helpful from the first phone call. I felt it was a very professional but a personal experience as well. she took the time to learn about me! I am pleased with my resume and cover letter. I am now confident moving forward to secure my next position. Many Thanks"

Christine C. 4/15

"I would give Donna SIX STARS. I have worked with many others over the years but Donna is THE ABSOLUTE BEST! She has been able to create a set of resumes for me to cover my complicated multi-faceted background where others have failed. She knows what questions to ask, she listens and then creates. Absolute Professionalism. If you are serious about your career- seek her expertise."

Greg H. 7/14



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