

# Marketing Plan

## Information Withheld

Target Functions		
<b>Professional Writing</b>	<b>Management</b>	<b>Business Development</b>

Areas of Expertise		
Document Creation	Operational Skills	Internet-based Marketing
<p><b>Career Materials</b> Resumes Cover Letters Social Network Profiles Thank You Letters</p> <p><b>Business Materials</b> Reports / White Papers Newsletters Formal Letters / Memos Grant Proposals Internal Policy Papers Budget Justifications Accreditation Packages Business Plan Manuals Press Releases</p>	<p><b>Operations</b> Process Evaluation Budget Formation / Control HR Operations Procurement Policies / Procedures Planning / Implementation Office Logistics Contracts / Agreements</p>	<p><b>Web Content</b> Website Development SEO Article Marketing Web-based Reports Social Networking Blogging Analytics</p>

Profile
<ul style="list-style-type: none"> <li>• <b>Accomplished Certified Professional Resume Writer (CPRW) with 12 years of experience.</b></li> <li>• <b>Highly adept writer for large and small organizations within diverse sectors, including government.</b></li> <li>• <b>Proficient internet content creator with experience in website and keyword optimization.</b></li> </ul> <p><b>Achievements:</b></p> <ul style="list-style-type: none"> <li>• Completed 1,000+ resumes and cover letters for clientele within broad range of career levels and professions.</li> <li>• Played critical role in health care organization’s preparation and achievement of The Joint Commission’s (JCAHO) accreditation for home care.</li> <li>• Recognized for revamping executive correspondence process within large state agency by providing quality and timely responses to inquiries from state legislators and citizens.</li> <li>• Created award-winning report outlining progress in Pinellas County, Florida regarding social, economic, and political indicators related to children and their families.</li> <li>• Expanded revenues for home health agency to \$1M within 3 years, recruiting, hiring, and training 200+ employees.</li> </ul>

Employer History
Information Withheld

Personal Vision Statement
<p><i>“To be a respected, trusted, and dependable content resource for both organizations and individuals. Craft compelling documents that generate anticipated results through meticulous writing expertise and effective collaborations with project stakeholders.</i></p> <p><b><u>Ideal Employer Need:</u></b></p> <ul style="list-style-type: none"> <li>• Small-to-mid-sized organization that outsources document creation</li> <li>• Large organization with diverse document needs</li> <li>• Non-profit organizations</li> <li>• Travel maximum of 20%</li> <li>• Solid record for timely and accurate payments</li> <li>• Local commute or strong telecommute capability</li> <li>• Resume company with competitive pay scales for contractors</li> </ul>

Target Segments and Organizations	
<p style="text-align: center;"><b>Resume Companies</b></p> <ul style="list-style-type: none"> <li>• The Ladders</li> <li>• Best Resumes of New York</li> <li>• Get Interviews</li> <li>• ResumeWriters.com</li> <li>• Gilbert Resumes</li> </ul>	<p style="text-align: center;"><b>Private Sector Companies</b></p> <ul style="list-style-type: none"> <li>• Times Publishing Company</li> <li>• Publix Super Markets</li> <li>• Home Shopping Network</li> <li>• Baycare Health Care System</li> <li>• Progress Energy</li> </ul>
<p style="text-align: center;"><b>Government Agencies</b></p> <ul style="list-style-type: none"> <li>• Pinellas County Government</li> <li>• City of St. Petersburg</li> <li>• City of Tampa</li> <li>• Southwester Florida Water Management</li> <li>• City of Clearwater</li> </ul>	<p style="text-align: center;"><b>Non-profit Organizations</b></p> <ul style="list-style-type: none"> <li>• Alzheimer’s Disease &amp; Related Disorders Assoc</li> <li>• Juvenile Welfare Board</li> <li>• Arthritis Research Institute of America</li> <li>• Literacy Council of St. Petersburg</li> <li>• Suncoast Center, Inc.</li> </ul>