

# Sandra Miller

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## REFERENCES

Individual	Range of Knowledge
<p><b>Name, Title</b> Company Name Address Address o: (555) 555-5555 c: (000) 000-0000 name@email.com</p>	<p>At Xxxxx, I have assembled a team of more than a dozen senior managers, I've reorganized and repositioned the company for growth, and I've developed compensation plans that have lowered previously high employee turnover. Additionally, I have led the development of new product lines, have penetrated new lead channels, and have personally sold key accounts. As my direct superior, Xxxx Xxxxx has first-hand knowledge of all these achievements and the positive results they have produced for Xxxxx. He is a strong source to talk about my ability to bring fresh strategic insight and innovative ideas for growth to a company.</p>
<p><b>Name, Title</b> Company Name Address Address o: (555) 555-5555 c: (000) 000-0000 name@email.com</p>	<p>I was brought to Xxxxx to help stabilize a struggling company, establish new focus, and position it for sale. As my boss during that time period, Xxxx Xxxxx is particularly familiar with the challenges I faced and the results I produced. He can attest to my accomplishments in focusing the sales efforts of the company on a primary sales channel, shifting emphasis back to market needs, preparing the rationale for disposition, and then bringing six qualified investors to the table.</p>
<p><b>Name, Title</b> Company Name Address Address o: (555) 555-5555 c: (000) 000-0000 name@email.com</p>	<p>I reported to Xxxxx Xxxxx for three years, during the time that I served as an SVP at Xxxxx, in charge of business development and strategy. This was during the chaotic times of the Internet "boom" and Xxxxx can confirm my contributions as a member of the executive team that successfully repositioned the company, generated strong revenue, and created lasting value. Beyond this, he can speak to my efforts in raising \$6 million funding and in identifying and selling key strategic partners.</p>
<p><b>Name, Title</b> Company Name Address Address o: (555) 555-5555 c: (000) 000-0000 name@email.com</p>	<p>Xxxxx was my business partner for the launch of Xxxxxxx, a company formed to capture part of the \$2 billion electronic-learning toy industry with a handheld device for the "tween" market. Xxxxx will confirm my ability to build teams of leadership talent and to motivate and manage creative teams in a start-up environment. He is also very familiar with my strengths in developing strategy and key partnerships.</p>
<p><b>Name, Title</b> Company Name Address Address o: (555) 555-5555 c: (000) 000-0000 name@email.com</p>	<p>Xxxx Xxxxxx was my colleague at Xxxxxxx where he worked as the SVP of sales for my group's products. Xxxxxx can speak with direct knowledge about my customer focus in developing products to meet market needs. Xxxxx can also attest to my one-on-one work with the sales force to motivate them and to collaborate in closing key sales with mass retailers.</p>
<p><b>Name, Title</b> Company Name Address Address o: (555) 555-5555 c: (000) 000-0000 name@email.com</p>	<p>Xxxxx can offer unique perspective and insight as my friend for the past 20 years, as well as my boss at Xxxxxxx. He is a particularly strong source to confirm the broad sweep of my career, my strategic capacity, and my strength in emerging technology markets.</p>

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



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That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

*- Michelle*

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

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