



BONUS:

**THE 10 LAWS OF CAREER REINVENTION
REINVENTION RESUME & BIO SAMPLES**

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In this handout, you'll get to see some reinvention resume and bio strategies put into action! We've included before-and-after versions of a resume from an actual client (names and identifying details changed), along with a sample reinvention bio based upon the same resume.

CLIENT: SALLY SMITH

Sally came to us in the fall of 2005. Unhappy with the world of advertising, she'd quit her job in 2003 and taken a year off to travel. Upon her return she decided to pursue an interest in non-profit development and began applying for jobs in that field. In the midst of doing so, she was sidelined by a major accident and spent the better part of a year recuperating.

Sally's now planning her re-entry into the workforce. Although she hasn't determined exactly what she'd like to do next, she's decided that the philanthropic world isn't for her. What Sally does know is this: she doesn't want to return to advertising. She plans to explore her interest several fields, including travel and tourism and health & fitness. She'd also like to make a shift out of her previous job function as an account executive, and is considering targeting corporate communications roles.

SALLY'S REINVENTION RESUME GOAL: To showcase her many talents, while remaining broad enough to attract interest within several different business sectors.

SALLY SMITH – ‘BEFORE’ VERSION

1234 Fifth Avenue – Anytown, ST 33333 – 123.456.7890 – Sally.Smith@anywebsite.com

PROFESSIONAL PROFILE

Creative self starter with strong communications background and proven ability to increase brand sales.

Areas of Expertise:

- Implementation of marketing campaigns through multiple media vehicles.
- Experience in strategic planning and implementation of successful communications campaigns.
- Strong client management skills.
- Compelling public speaker with outstanding communication skills, both oral and written.
- Experience coordinating and motivating volunteers.

PROFESSIONAL EXPERIENCE

Account Supervisor, Pharma Consumer Healthcare Brands

ABC Advertising, Big City, ST

2001-2003

Brands managed include: Cleanbreath, SoftSkin, and NewGro

- Managed advertising initiatives for \$52.5B dollar pharmaceutical company at the largest U.S. advertising agency.
- Identified and solicited additional revenue opportunities from existing client base.
- Carried out client relations by serving as primary client liaison.
- Created strong and trusting client relationships through effective management of expectations and provision of all deliverables.
- Managed internal agency departments to deliver products on time and on/under budget.
- Wrote sales presentations, pitched new advertising campaigns, and wrote agency communications.
- Oversaw and managed multiple multi-million dollar advertising budgets to ensure that all monies were correctly allocated and properly distributed.
- Developed strategic plans, budgets, and led production of \$30MM communications projects.

Notable Achievements

- Brand sales increased 22.5% through implementation of a major strategic and advertising shift.
- Generated \$3.2MM in incremental agency income through solicitation of new projects, new product development, and recommended change in advertising media.
- Client and agency fiscal goals were successfully met.

Account Executive, Pharma Consumer Healthcare Brands

ABC Advertising, Big City, ST

- Independently conducted research and analysis on competitive trends to provide clients with updated category information and ensure viability of existing strategy.
- Supervised all stages of communications from strategy development to production and execution of advertising.

Notable Achievements

- Partnered with clients to develop key long term marketing objectives.
- Through marketing expertise, 2002 operating plan was overwhelmingly approved by senior level clients.

SALLY SMITH

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PROFESSIONAL EXPERIENCE *(continued)***Account Executive**DEF Advertising, Medium City, ST

1999-2001

Brands managed include: GoodWorks, sxjtest.com, Oinever.com, CrazyTD

- Within 19 months rose from Account Management Intern to Account Executive, reporting directly to agency President.
- Oversaw creative and external media teams, ensuring that all communications were consistent and executed in synergy with the advertising strategy.
- Selected to participate in the development of a new strategic platform.

Notable Achievements

- Strong communications plan for clients successfully achieved client membership objectives within six months of launch.
- Devised and wrote promotional plans and oversaw the execution of a national radio campaign for new product launch. Sales doubled the 2000 forecast.

Student Admissions AssociateLiberal Arts College, College Town, ST

1997-1998

- Selected as 1 of 14 seniors to interview prospective Liberal Arts College students.
- Corresponded with prospective students, guidance counselors, and others seeking information on admissions standards, academic and non-academic programs, and student activities.
- Analyzed qualifications of prospective students utilizing established college admissions standards.

PROFESSIONAL ACTIVITIES AND AFFILIATIONS**Philanthropy Leader**ABC Advertising, Big City, ST

2002-2003

- Managed philanthropic program engaging ABC Advertising's employees in volunteer activities.
- Met with partner agency (Big City Cares) to identify volunteer programs best suited to needs and interests of ABC Advertising employees.
- Motivated and encouraged employees to participate in national volunteer day.

Notable Achievements

- 2002 and 2003 "ABC Advertising Cares" days were most successful in company history with over 87% employee turnout.

Class SecretaryLiberal Arts College, College Town, ST

2003-Present

- Serve as point of contact for 1998 Liberal Arts College alumni by proactively soliciting news and updates from student body. Write quarterly update which is published and distributed to all alumni.

EDUCATION**Big University, Medium City, ST**

2000

Master of Science in Mass Communication (with Highest Distinction)

Liberal Arts College, College Town, ST

1998

Bachelor of Arts in Religion; Phi Beta Kappa Honor Society

SALLY SMITH- 'AFTER' VERSION

1234 Fifth Avenue- Anytown, ST 33333 – 123.456.7890 – Sally.Smith@anywebsite.com

CANDIDATE PROFILE

Creative self starter with four years of communications experience and a track record of increasing sales for major brands.

- Creator of major TV, print, radio and online marketing campaigns.
- Experienced in strategic planning with strong client management skills.
- Compelling public speaker with outstanding oral and written communication skills.
- Experience coordinating and motivating teams.

PROFESSIONAL EXPERIENCE

ABC Advertising, Big City, ST

2001-2003

Account Supervisor, Pharma Consumer Healthcare Brands

Promoted to position in 2003. Led advertising initiatives for \$75.3B dollar pharmaceutical company. Lead contact for client relations. Oversaw and managed multiple multi-million dollar advertising budgets. Managed information and feedback between clients and internal agency departments. Oversaw advertising production process to deliver materials on time and on/under budget. Researched category trends to keep advertising proactive. Wrote proposals to expand the product sales for existing clients. Pitched new advertising campaigns.

Notable Achievements

- Managed Cleanbreath, Softskin, and Newgro brands; increased product sales by 22.5% for Newgro in 2002.
- Created \$3.2MM in agency revenue by selling through ideas for line extensions, additional media, and cost cutting measures.
- Drafted whitepapers on key marketing issues, including tagline preservation, future product line extensions, and recommendations for legal actions against competitors.

Account Executive, Pharma Consumer Healthcare Brands

Conducted independent research and analysis on competitive trends. Supervised production of TV, radio, print and online advertising.

Notable Achievements

- Launched strategic shift of Newgro advertising from couple-centered to woman-centered strategy.
- Crafted campaign for new digital line for Newgro

DEF Advertising, Medium City, ST

1999-2001

Account Executive

Within 19 months rose from Account Management Intern to Account Executive, reporting directly to agency president. Managed creative and external media teams. Devised and wrote promotional plans for launch of CrazyT, a new product launch. As a junior account team member, selected to participate in strategy development for new client, sxjtest.com.

Notable Achievements

- Managed GoodWorks, sxjtest.com, Oinever.com and CrazyT accounts.
- Communications plan for sxjtest.com achieved annual objective of generating 2,500 active members within six months of launch.
- Sales of CrazyT doubled the \$500K 2000 sales forecast.

SALLY SMITH

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PROFESSIONAL EXPERIENCE (continued)**Liberal Arts College, College Town, ST**
Student Admissions Associate

1997-1998

Selected as one of 3% of Liberal Arts College seniors to interview prospective students. Corresponded with candidates for admission, guidance counselors, and parents on admissions standards, programs, and student activities. Analyzed qualifications of prospective students for admission.

PROFESSIONAL ACTIVITIES AND AFFILIATIONS**Liberal Arts College, College Town, ST**
Alumni Class Secretary

2003-Present

Serve as point of contact for 1998 Liberal Arts College alumni by independently soliciting news and updates from student body.

Notable Achievements

- Write quarterly update which is published and distributed to all alumni.

ABC Advertising, Big City, ST
Philanthropy Leader

2002-2003

Managed philanthropic program which promoted ABC Advertising employee volunteerism. Partnered with Big City Cares to identify volunteer programs best suited to employee needs and interests. Motivated and encouraged employees to participate in annual volunteer day.

Notable Achievements

- Increased 2002 and 2003 employee turnout by 19%.

EDUCATION**Big University, Medium City, ST**

Master of Science in Mass Communication (with Highest Distinction), 2000

Liberal Arts College, College Town, ST

Bachelor of Arts in Religion, 1998; Phi Beta Kappa Honor Society

LANGUAGES: Proficient in Hebrew**INTERESTS:** Travel, reading, health & fitness

15 month sabbatical from October 2003 to January 2005 spent traveling to Costa Rica, Kenya, Indonesia, Israel and Mozambique.

REINVENTION BIO SAMPLE

A Reinvention Bio is used when your goal is to move into freelance work or consulting, or to start a company. The standard format is to use the first paragraph to describe your new venture, and the subsequent paragraphs to highlight your background. If your previous experience does not naturally tie-in to your reinvention goal, be sure to include a sentence that explains why you made the switch. For the purposes of this example, let's assume Sally decides to start a travel company focused on women's fitness vacations:

SALLY SMITH BIO

Sally Smith is the founder of Body Soul & Spirit Adventures, a company that provides upscale travel experiences for successful women seeking complete transformation. Body Soul & Spirit produces customized vacations to exotic locales in Latin America, Africa, Asia and the Middle East that are designed to revitalize the busy professional on every level: physically, emotionally and spiritually.

Prior to founding Body Soul & Spirit, Ms. Smith was an executive in the advertising field. As an account supervisor at ABC Advertising, she oversaw and directed multi-million dollar advertising budgets for Cleanbreath, Softskin and Newgro. Before ABC she worked at DEF Advertising, where she managed the GoodWorks, sxjtest.com Oinever.com and CrazyT accounts. After leaving the advertising field in 2003, Ms. Smith took a 15-month sabbatical to travel to Costa Rica, Kenya, Israel and Mozambique. While on this journey, she was inspired to create Body Soul & Spirit Adventures.

Ms. Smith has a master's degree in Mass Communications from Big University, and a B.A. from Liberal Arts College. She is proficient in Hebrew.

The Reinvention Institute (TRI) is a boutique coaching & seminar organization devoted to helping successful professionals transform their businesses, their careers or their lives. TRI helps individuals discover what's possible, identify creative solutions to revitalize their goals and build real, tangible plans that, when launched, deliver results.

For more information about our products and services, email us at:

info@reinvention-institute.com