

KERRY GUSTAFSON

Executive Resume Writer & Career Coach

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📍 Minneapolis, MN 55447



EXPERIENCE

Owner | Executive Resume Writer & Coach

Simply Great Resumes

📅 2012 - Ongoing 📍 Minneapolis, MN

🌐 simplygreatresumes.com

A professional career marketing and coaching small business offering a wide array of services depending on client need/objectives.

- Averaging 90% referral rate from previous clients, coaches, and recruiters.
- Triple certified in field by leading association for resume writers and career coaches.
- Achieved profitability year one and quickly outpaced industry - recipient of awards for Top Executive Resume Writer & Professional Resume Writer.
- Published on CBS, Business Journal, Star Tribune, Minnesota Public Radio, etc.

Project Manager

Target Corporation

📅 2010 - 2012 📍 Minneapolis, MN

Division: Marketing Operations, Technology & Risk Management

- Managed multiple complex technology projects representing Target Marketing Pyramid.
- Projects include: SAP, launch of CityTarget and Target Canada.
- Previously, a Copywriter for Target.com for 5 months.

Internet Marketing Manager & Project Manager

Oriel Stat-a-Matrix & POPP Communications

📅 2004 - 2010 📍 Madison, WI & Minneapolis, MN

Two small organizations, one specializing in Professional Training & Certifications (Six Sigma, ISO, etc.) and the other in Telecommunications.

- Developed and implemented strategic digital marketing campaigns to drive awareness of business service offerings.
- Analyzed and adjusted strategies based on data analytics and customer behavior trends.
- Oversaw multiple T-1 projects, managing largest customer accounts deploying new voice/data and changes to support customer business objectives.

EDUCATION

Bachelor of Arts (B.A.) in English

University of Minnesota - Twin Cities Campus

📍 Minneapolis, MN

ACHIEVEMENTS



Taking a significant risk and trailblazing my own path with Simply Great Resumes.

Few small businesses last and I am beyond humbled that my amazing clients support my business and me.

CERTIFICATION

Certified Professional Career Coach (CPCC)

Professional Association of Resume Writers & Career Coaches (PARW/CC)

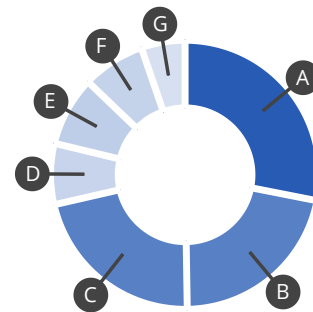
Certified Employment Interview Professional (CEIP)

Professional Association of Resume Writers & Career Coaches (PARW/CC)

Certified Professional Resume Writer (CPRW)

Professional Association of Resume Writers & Career Coaches (PARW/CC)

MY TIME



- A Spending Time with Family
- B Partnering with Clients
- C Writing & Editing
- D Business/Investment Book Reading
- E LinkedIn & Networking
- F Pretending to be a chef!
- G Beachbody, Bike Riding, Swimming

FIND ME ONLINE



LinkedIn

www.linkedin.com/in/kerrygustafson



Facebook

www.facebook.com/simplygreatresumes