



KERRY GUSTAFSON

EXECUTIVE & PROFESSIONAL RESUME WRITER
LINKEDIN EXPERT/TRAINER | CAREER & INTERVIEW COACH

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WHY HIRE ME?

3X Industry-Certified through the first association for career professionals in the world.

90%+ Client Referral Rate with 2022 of 96.15%

Award Winner for Executive & Professional Resume Writing

Top 1% in the Industry - SSI

CERTIFICATIONS

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

Certified Professional Resume Writer (CPRW)

Certified Professional Career Coach (CPC)

Certified Interview Coach (CIC)

EDUCATION

UNIVERSITY OF MINNESOTA - TWIN CITIES
Bachelor of Arts (BA) in English

MY MISSION

As your dedicated and trusted partner, strategist, and coach on your journey to career success, I provide tailored career marketing materials and coaching services that deliver tangible value and support.

My passion lies in fostering lasting relationships and helping you achieve your lifelong career goals. Whether you aim to advance, find stability, or transition to the next chapter, I am here to empower and guide you every step of the way.

PASSIONS/INTERESTS



Dogs
(Cavachons)



Cooking



Family



Travel



Music

PROFESSIONAL EXPERIENCE

SIMPLY GREAT RESUMES, 2012 - Present

Owner & Executive Resume Writer & Coach

- 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

TARGET CORPORATION, 2010 - 2012

Project Manager - Marketing Operations Technology & Risk Management

- Managed multiple complex technology projects representing Target Marketing.
- Projects include: SAP, launch of CityTarget and Target Canada.
- Directed legacy migrations, upgrades, and deployment/training of new tools including ArcGIS.
- Previously, a Copywriter for Target.com for 5 months.

Early Career:

Digital Marketing Manager & Project Manager