



KERRY GUSTAFSON

ENTREPRENEUR/BUSINESS OWNER
EXECUTIVE & PROFESSIONAL RESUME WRITER
LINKEDIN EXPERT & TRAINER | BRAND STORYTELLER
CAREER & INTERVIEW COACH

Greater Milwaukee, Wisconsin
(612) 276-3821

kerry@simplygreatresumes.com
[linkedin.com/in/kerrygustafson](https://www.linkedin.com/in/kerrygustafson)

Website
www.simplygreatresumes.com

WHY HIRE ME?

Industry 'veteran' operating business since 2012.

4X Industry-Certified through PARW/CC and Career Thought Leaders.

90%+ Client Referral Rate.

Industry-recognized Award Winner for Executive and Professional Resume Writing.

5-Star Rated (Google)

Top 1% in the Industry - SSI

LinkedIn Top Resume Writing Voice

CERTIFICATIONS

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

Certified Professional Resume Writer (CPRW)

Certified Professional Career Coach (CPCC)

Certified Interview Coach (CIC)

Certified Digital Branding Strategist (CDBS) - CTL

EXPERTISE

Executive & Professional Resume Writing
LinkedIn Branding Optimization & Training
Networking Emails, One Pagers, Cover Letters, & Custom Requests
Career & Interview Strategy/Coaching

EDUCATION

University of Minnesota - Twin Cities

Bachelor of Arts 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.

PROFESSIONAL EXPERIENCE

Owner & Executive Resume Writer Simply Great Resumes

2012 - PRESENT

- Averaging 90%+ referral rate from previous clients, coaches, resume writers, and recruiters.
- Partner with executives and high-performers across all corporate business functions spanning Fortune 100/500, large private, mid-sized, small, and entrepreneurial/start-ups.
- 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.

Recent Awards:

2023 - 2025 Best COO Resume Writing Service

2022 - 2025 & Best Milwaukee Resume Writer Award (multiple awards in Twin Cities)

2024 Top LinkedIn Expert



Project Manager - Marketing Ops Technology & Risk Mgmt Target Corporation

2010 - 2012

- 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.
- Previously, a Copywriter for Target.com.

Early Career:

Digital Marketing Manager & Project Manager

PASSIONS & INTERESTS



Family



Dogs
(Cavachon - Holly)



Swimming



Cooking