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STRATEGIC WRITER AND COMMUNICATIONS SPECIALIST

Delivering Strategies That Are Career and Job Search Game Changers
Driving a Return on Clients' Career Investment (adding dollars to their bottom line)

Personal Marketing Copywriting | Social Media Marketing | Journalistic Writing / Editing
Strategic Positioning | Collaborative Projects | Branding and Design Strategy

PROFESSIONAL RESUME WRITER and MARKETING COMMUNICATIONS STRATEGIST. Intuitive researcher unearthing compelling stories and creating unique marketing documents to stir interest and inspire response.

- By breathing life into career stories, help shave weeks – often months – from a rigorous job search. For clients earning \$50K to \$250K+ annually, generally **help save hundreds, thousands and even tens of thousands of dollars** by shortening their search.
- Inventive approach to content design, development and delivery that influences awards and representation in global publications, including *U.S News & World Report, Glassdoor, Lifehacker, FOX Business, Business Insider, SmartBrief, AOL, Wall Street Journal* and more.
- Compose attention-grabbing stories and online profiles that create client advocates, **expanding referral sales 85%** during tenure. Extremely quality-focused and deadline-driven with a mastery of project management and organization.
- **Social Media Power User**, with particular promotional prowess and engagement on Twitter (@ValueIntoWords) and Facebook and a strong presence on Pinterest and Google+. Strong Klout score in the 60s: <http://klout.com/-/ValueIntoWords>.

ROI-POWERED WRITING

"Great news! I was offered and accepted the position at Cars.com. While other writers may be equally experienced, it's the process of working with you and the questions you ask (the dialogue) that crafted such a valuable final product. I'm very happy that we connected and have recommended you to others already." ~Senior Leader | Operational Strategy

WRITING PERFORMANCE OVERVIEW

CAREER TREND

1997 to Present

(Writing strategy organization -- www.careertrend.net)

WRITER / MARKETING COMMUNICATIONS DIRECTOR / PARTNER

Recruited to company experiencing declining sales, and within one year assumed top leadership role and launched innovative strategies to spark sales and visibility while multiplying ROI for individual clients. Converted from a local, word-of-mouth firm to a highly visible, global organization focused on professional and executive market. **Grew per-sale results tenfold.** Author and deliver customized, high-performance corporate and human branding documents, Web portfolios, leadership addenda, biographies, marketing letters and other promotional material.

Bottom Line: Year Over Year Revenue Growth
23% gross sales increase 2012 (vs. 2011) despite a down economy

MARKETING / BRAND COMMUNICATIONS – SOCIAL MEDIA, DIGITAL MEDIA, PROMOTION, INTERNET

- **Originated corporate Web site (www.careertrend.net)**, and continually revamp content / design to enhance advertising and marketing efforts. Deepened company's brand as an advertising agency that markets individuals and entrepreneurs for advancement and recognition in chosen careers and businesses.
- **Perform deep archaeology and author vivid content for individual clients and companies** that substantiates their brand and delivers double-digit returns on investment.
- **Collaborate across diverse, high-profile** clients among various industries: healthcare, manufacturing, finance, marketing, sales, social media and more and handle high-profile relationships with diplomacy, including former NFL players, presidents / CEOs of renowned businesses, CIA agents.
- **Named Monster 11 for 2011**, Career Experts Who Can Help Your Job Search.

GLASSDOOR

2010 to Present

(Jobs and career community -- www.glassdoor.com)

CAREER AND WORKPLACE EXPERT

- **Brought on board as twice-monthly guest blogger** writing focused and compelling posts on wide range of job search, interview, and resume and online career promotion topics.
- **Promoted to Career and Workplace Expert**, expanding role to weekly *U.S. News & World Report* blogger as well as continued initiatives for Glassdoor. Tapped for periodic media interviews; e.g., *FOX Business*.

EARLY CAREER | MARKETING and WRITING

PROJECT MANAGER TO CEO (1993 to 1997)

MARKETING / ADVERTISING ASSISTANT (1992 to 1993)

MEMBERSHIP ASSISTANT (1987 to 1992)

- **Competed for and landed highly desirable promotion** reporting directly to company president.
- **Spearheaded and collaborated upon dozens of strategic communication projects**, corporate marketing and sales plans, partnering with senior management team and monitoring action steps to completion.
- **Named contributing editor for corporate magazine**, editing and rewriting consumer-focused articles.
- **Selected as one of ~50 participants in change-management** planning sessions that influenced the rewrite and rollout of the corporation's vision, mission and motto.
- **Assisted director of marketing / advertising** in day-to-day efforts, from long-range strategic planning and initiation to short-range tactics and implementation.
- **Authored articles for / edited** monthly corporate newsletter distributed across broad readership.
- **Led membership marketing / administration** efforts for not-for-profit publishing association, growing certification program 20% / year.
- **Authored and edited dozens of articles** for international client newsletter.

EDUCATION

B.A. in Writing / Journalism Emphasis

Missouri State University (formerly, Southwest Missouri State University), Springfield, Missouri

Certifications

- Certified Master Resume Writer (MRW), Career Directors International
- Certified Professional Résumé Writer (CPRW), Professional Association of Resume Writers/Career Coaches
- Certified Employment Interview Professional (CEIP), Professional Association of Resume Writers/Career Coaches