

VIVIAN VANLIER, CPRW, JCTC, CEIP, CCMC, CPBS

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CERTIFIED CAREER MANAGEMENT COACH / PUBLISHED RESUME WRITER PERSONAL BRANDING STRATEGIST

*Empowering Professionals to Make Smart Career & Life Choices In Transitioning
From Career Confusion → To Career Clarity → To Career Confidence*

CAREER MANAGEMENT PROFESSIONAL with 20+ years' experience assisting, professionals, executives, entrepreneurs and new grads transition and optimize their careers to achieve personal satisfaction and work/life integration. Consistently commended by clients and colleagues as passionate, knowledgeable and committed. Solid background in the business/corporate world. **BSBA—University of California, Berkeley, Haas School of Business.**

- **Published resume writer**— (30+ best-selling career books) with a national reputation for writing cutting-edge personal marketing documents that stand out and get results in today's highly competitive marketplace.
- **Quoted as a career expert**— in 100+ US newspapers including *The Los Angeles Times*, *The Chicago Tribune*, *San Jose Mercury News*, *Hartford Courant*, etc. Authored or featured in numerous magazines and websites including *CNN Money*, *Monster.com*, *TheLadders.com*, *Women In Technology (WITI.com)*, etc.
- **Coordinated career conferences and delivered presentations**— to large and small groups of job seekers, educators and career professionals throughout the U.S. and in Canada.
- **Committed to ongoing professional development**— through training programs, research, participation in national conferences and by partnering with professionals in the business world and hiring community.

TRANSFORMING CLIENT CAREERS THROUGH IN-DEPTH EXPERTISE, KNOWLEDGE & EXPERIENCE

Résumés & Cover Letters
LinkedIn Profiles
Executive & Networking Bios
Personal Branding
Online Identity Management

Career Management & Development
Career & Job Transitions
Job Search Strategies
Interviewing Skills
Salary Negotiations

Networking Skills
Encore Career Coaching
Workshops & Seminars
Public Speaking
Executive Coaching

A CAREER COMMITTED TO EXCELLENCE AND MAKING A DIFFERENCE

President—ADVANTAGE RESUME & CAREER SERVICES, Valley Glen, CA—1990 to Present

Provide résumé writing, career coaching/consulting, personal branding, life coaching and Boomer/retirement coaching to clients throughout the U.S. and internationally at all levels and across all industries and functions. Primary focus is on partnering with professionals, executives and entrepreneurs on co-creating and executing successful career transitions, job searches and personal branding strategies.

- Built private practice that generates clients (5,000+ to date) from throughout the world.
- Gained national industry reputation through active participation in professional and business organizations, as well as public speaking and writing.
- Presented at leading professional conferences, community groups and educational institutions.
- Selected as a preferred provider, workshop facilitator, and/or contributor to career sites/organizations including *Execunet.com*, *TheLadders.com*; *Netshare.com*, *CNNMoney.com*, *Monster.com* and others.

Early Career

Commercial Real Estate Sales & Leasing Agent
Assistant Controller/Cost Accountant (\$160M Division of International Company.)
Corporate Auditor (National Conglomerate) / Staff Accountant (Beverly Hills CPA Firm)

EDUCATION / PROFESSIONAL DEVELOPMENT

B.S. in Business Administration

UNIVERSITY OF CALIFORNIA, BERKELEY—HAAS SCHOOL OF BUSINESS

UCLA Extension—Coursework in Writing, Graphic Arts, Law, Management.

California Real Estate Sales License (expired)

Professional Certifications

Certified Job & Career Transition Coach (JCTC—*Career Planning & Adult Development Network*)

Certified Career Management Coach (CCMC—*Career Coach Academy*)

Certified Professional Retirement Coach (CPRC—*Career Coach Institute*)

Certified Employment Interview Professional (CEIP—*Professional Association of Resume Writers*)

Certified Professional Resume Writer (CPRW—*Professional Association of Resume Writers/Career Coaches*)

Licensed Life Blueprint Facilitator (Life Blueprint Institute/Laura Berman Fortgang)

**Reach Certified Personal Branding Strategist/ Reach Online Identity Certified / Reach 360 Certified
Authorized DISC Administrator**

Professional Development—See Addendum

Public Speaking—See Addendum

PROFESSIONAL MEMBERSHIPS, AFFILIATIONS & LEADERSHIP

Haas Alumni Network, Los Angeles—*President* (2011/2012) *President Elect* (2010/2011), *Vice President, Professional Development* (2008-2010), *Development Council*.

International Career Development Conference—2008 *Hospitality Chair, Global Issues Forum Chair*, (Los Angeles, CA); 2005 *Co-Chair* (Anaheim, CA); 2004 *Executive Planning Committee Member* (Sacramento, CA); 2002 *Co-Chair* (Irvine, CA); 2001 *Executive Planning Committee* (Seattle, CA)

International Certification Committee, Professional Association of Résumé Writers & Career Coaches—3 years

Member—*Professional Association of Résumé Writers & Career Coaches* (PARW/CC)... *National Résumé Writer's Association* (NRWA)... *Career Planning & Adult Development Network*... *Career Management Alliance* (formerly *Career Masters Institute*) *Charter Member*... *International Coach Federation* (ICF)... *Professional Coaches & Mentors Association* (PCMA), *Career Directors International* (CDI).

Media Coordinator—*A Brand You World Global Personal Branding Telesummit*

Past Memberships—Valley Business Network; *Charter Member / President*... LeTip of Sherman Oaks (Business Networking Organization); *President* (2 years) / *Vice President* / *Social Chair* (2 years) / *Program Chair* (2 years)... *Woman's Referral Service*... *National Association of Female Executives*... *Encino Chamber of Commerce* (*Education Committee, Taste of Encino*)... *Volunteer—America's Promise, The Alliance for Youth*

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PUBLIC SPEAKING / WORKSHOPS—PARTIAL LIST

Delivered presentations throughout the U.S. and in Canada to job seekers and career professionals on topics including resume writing, networking skills, interviewing, career transitions, strategic job search, salary negotiations, internet career exploration, job market research, entertainment industry careers, personal branding, etc., including:

- Speaker—National Resume Writers Convention (Nashville, TN, 2004; Las Vegas, NV, 2000, Denver, CO, 2014)
- Personal Branding— (Accounting and Financial Women's Alliance / Commercial Real Estate Women, 2013)
- Workshop Facilitator—Palomar College Counseling/Health Services Retreat (Lake San Marcos, 2009)
- Presenter—Full Day Presentation with Martin Yate (*Knock 'Em Dead*) on Résumé Writing and Job Search International Career Development Conference (Los Angeles, CA, Nov. 2008)
- Presenter—*Personal Branding as a Career Strategy* (ICDC; Los Angeles, CA, 2008)
- Coordinator/Moderator—*Reel People / Reel Careers: Entertainment Industry Careers* (ICDC; Los Angeles, CA 2008)
- Presenter—*Personal Branding: Key to Managing and Recession-Proofing Your Career* (ICDC, 2008)
- Coordinator/Panelist—Personal Branding Presentation (Haas Alumni Network Career Event, Los Angeles, CA 2008)
- Resume Evaluator—Women For Hire (2006, 2007, 2008); Los Angeles CareerBuilder Job Fair (2007)
- Resume Evaluator / Career Expert—National Association of Hispanic MBA's (2005)
- Presenter—SeasonedPro, Baby Boomer Conference (Occidental College, Los Angeles, CA, 2005)
- Workshop Facilitator—Fulfillment Fund, (Los Angeles, CA, 2005)
- Presenter—International Career Development Conference, (Sacramento, CA, 2004; Seattle, WA, 2002)
- Speaker—Los Angeles Times Career Builder Expo (Los Angeles Convention Center; 4- time Presenter, 2004, 2003)
- Presenter—Career Management Association (formerly Career Masters Institute) (Kansas City, MO, 2003)
- Presenter—Professional Association of Resume Writers Convention, (Toronto, Canada, 2000)

PUBLISHING CREDITS—PARTIAL LIST

Authored and/or was featured in 100+ Newspapers, Magazines and numerous Internet articles appearing on *Monster.com*, *TheLadders.com*, *Women In Technology* (WITI), and other sites.

Author—*The Cutting Edge Resume Toolbox*

Author—*Coaching Clients on Career Opportunities in Entertainment & New Media* (ERIC/CASS)

Technical Editor—*The IT Careerbuilders Toolbox* (Cisco Press)

Consultant / Contributor—*Hollywood Drive, What it Takes to Break In... and Make It in the Entertainment Industry*

Contributor—*College Grad Resumes to Land \$75,000+ Jobs* (Impact Publications)

Contributor—*Best Career Transition Resumes for \$100,000+Jobs* (Impact Publications)

Contributor—*Resumes That Knock Em Dead* (Adams) / *Cover Letters That Knock Em Dead* (Adams)

Contributor—*Complete Job Search Guide for Latinos* (Barrons)

Contributor—*101 Best Resumes for Grads; 2500 Keywords To Get You Hired; 202 Great Resumes* (McGraw)

Contributor—*Professional Résumés for Managers and Executives* (JIST)

Contributor—*Cover Letter Magic / Gallery of Best Resumes / Gallery of Best Cover Letters* (JIST)

Contributor—*Professional Resumes for Accounting, Tax, Finance, and Law* (JIST)

Contributor—*America's Top Résumés for America's Top Jobs* (JIST)

Contributor—*Expert Resumes for Baby Boomers / Expert Resumes for People Returning To Work / Expert Resumes for Computer and Web Jobs / Expert Resumes for Teachers and Educators / Expert Resumes for Manufacturing / Expert Resumes for Health Care Careers/ Expert Resumes for Career Changers* (JIST)

Featured—*Home Office Computing-Self-Help for the Self-Employed* (with Paul & Sarah Edwards)

PBS—*The Home Office: An American Paradox* (with Paul & Sarah Edwards)

E! Entertainment (as self / Career Coach) on the *Chelsea Handler Show*

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PROFESSIONAL DEVELOPMENT—PARTIAL LIST

Training—Partial List

Life Blueprint / 90 Days to a New Life Direction, Orange County, CA (Laura Berman Fortgang 2005, 2013)

360 Reach Personal Branding Strategist Certification, Online Identity Certification (2007; 2010)

Certified Job Search Strategist (Career Coach Academy, 2010)

Executive Career Coaching, Emotional Intelligence, DISC (Career Coach Institute, 2007)

Career Coaching Bootcamp, Portland, OR (Career Coach Institute, 2007)

ADD Coaching (ADD Resources, Tacoma, WA)

Certified Retirement Coach Training (Career Coach Institute, 2004)

Job & Career Transition Coach Training (Career Planning & Adult Development Network, 1999, Colorado Springs, CO / 2005 Palm Springs, CA)

Certified Career Management Certification Training (Career Coach Academy, 2002)

The Business of Career Coaching (2002, San Diego, CA)

Certified Employment Interview Professional Training; (2001, Dallas, TX)

Five O'Clock Club Training

Landmark Education

Conferences

Career Thought Leaders Symposium, 2012, 2011, 2010, 2011, 2012, 2014 (Baltimore, MD)

Career Directors International 2010, 2012 (San Diego, CA)

International Career Development Conference, 1999 (San Diego CA), 2000 (San Francisco CA), 2001 (Seattle WA), 2002 (Irvine CA), 2003 (Oakland CA), 2004 (Sacramento, CA), 2005 (Anaheim, CA), 2006 (San Jose CA), 2008 (Los Angeles, CA). Co-Chair 2002 and 2005; Executive Planning Committee Member 2001, 2002, 2004, 2005, 2008)

Career Masters Institute / Career Management Alliance Annual Conventions; 2000 (Toronto, Canada), 2001 (Washington D.C.), 2002 (San Diego, CA), 2003 (Kansas City, MO), 2004 (Atlanta, GA), 2006 San Francisco, CA, 2007 (Louisville, KY), 2008 (Minneapolis, MN)

Professional Association of Résumé Writers & Career Coaches Annual Conventions; 1993 (Las Vegas, NV), 1994 (St. Louis, MO), 1996 (Scottsdale, AZ), 1997 (Boston, MA), 1998 (St. Petersburg, FL), 1999 (Colorado Springs, CO), 2000 (Toronto, Canada)

National Career Development Conference, 2004 (San Francisco, CA), 2014 (Long Beach, CA)

National Résumé Writer's Association Annual Conventions 1998 (Chicago, IL), 1999 (New Orleans, LA), 2000 (Las Vegas, NV), 2001 (San Antonio, TX), 2004 (Nashville, TN), 2006 (Scottsdale, AZ), 2007 (Savannah GA), 2008 (San Diego, CA), 2014 (Denver, CO)