

## YOUR *PERSONAL* COACH & WRITER

**Down-to-earth thought leader with hopefulness and good humor underlying proven success in catapulting individuals into careers they love and supporting ongoing personal / professional growth.**

Dynamic client advocate committed to service excellence through responsive communication, continual process innovation, and genuine interest in customer success. Proactive change agent with strong bias to action, leveraging collaboration and coaching methodology to guide client self-exploration and achievement of desired outcomes. Passion for uncovering emerging ideas through books, courses, and online research to expedite client journeys.

- Writing & Editing
- Resumes & LinkedIn Profiles
- Web Content & Social Media
- Blogs / Newsletters
- Job Interview Preparation
- Career Advising
- Job Search Strategy
- Life / Executive Coaching
- Customer Service
- Time Management
- Growth / Benefits Mindset
- Processes & Procedures

## PROFESSIONAL EXPERIENCE

**Kyladuffy.com**, Remote

2020 to Present

### CAREER ADVISOR / COACH / WRITER

After working with 3,500+ clients in all fields, industries, and career levels through Top Resume, established private practice to provide expanded suite of services, encompassing career advising, resume / LinkedIn development, job interview preparation, search strategy, and general writing / coaching services. Diligently follow relevant blogs, read books, watch videos, and take courses to maintain current knowledge of industry trends and best practices. Develop and continually evolve comprehensive, evidence-based client programs meeting various needs and price points.

- Immediately realized 100% revenue bump with projected ongoing 20% YoY growth through client referrals.
- Amassed 2,000+ contacts (and counting) on LinkedIn using proactive networking, converting 2% into clients by offering free resume / LinkedIn reviews and discovery calls.
- Authored five-star *Launch a Powerful Job Search in 7 Days* book and created series of short, motivational, and informative videos entitled *Go Get a Job* and *Job Interview Preparation with Kyla, Brook, & Carol*.
- Personally invested \$5K+ in personal development in 2020 – 2021 to advance career advising / coaching skills.

**Talent Inc.**, Remote

2015 to 2021

### JOB INTERVIEW COACH / QUALITY ASSURANCE EDITOR / RESUME WRITER

Generated ~\$650K revenue by delivering memorable experiences for up to 500 clients annually through goal evaluation, well-aligned documents, and effective job interview coaching. Balanced up to 15 simultaneous projects while ensuring personalized service for each unique client. Conducted phone interviews and consultations, listened attentively, and developed bespoke solutions to address self-promotion challenges. Consistently demonstrated creativity, ability to channel client's voice, knowledge of organization / industry best practices, and adherence to grammar and punctuation standards. Collaborated with team members to improve writer effectiveness and customer satisfaction.

- Afforded additional responsibilities as Quality Assurance Editor in 2017 and Job Interview Coach in 2018, maintaining high customer service scores while seamlessly executing on new and existing priorities.
- Recognized in top tier of writing and coaching staff based on product / service knowledge, ability to rapidly and skillfully resolve customer service issues, and dedication to excellence.
- Earned five-star ratings from 425+ clients in two years and thousands of dollars in customer service excellence bonuses while maintaining a customer service score at least .5 points above average.

**Happy Tails Books, Boulder, CO**

2009 to 2015

**EDITOR IN CHIEF**

Compiled list of thousands of dog and cat rescue organizations and collaborated with directors / volunteers to collect stories from adopters and fosters. Reviewed and edited story submissions, proactively communicated with authors and photographers, and collated books with meticulous attention to expected reader emotional experience according to flow of stories. Devised and executed effective sales and marketing strategies; created add-on products like stationery, bookmarks, and T-shirts; and utilized email marketing, social media, and strategic partnerships to promote books.

- Published 30+ books about adopted pets containing stories from 50+ adopters and fosters each.
- Established effective strategies to raise more than \$40K for dog and cat rescue organizations by publishing stories of rescued and fostered animals.
- Pioneered concept and drove six-month collective effort involving 20+ non-profit organizations to create *Road to Rescue*, a best practices manual for dog rescue organizations, which has served as an indispensable guide for thousands of volunteers.

**Eldorado Climbing Walls, Boulder, CO**

2007 to 2009

**NATIONAL SALES MANAGER**

Developed and presented myriad webinars and on-site seminars for recreation center / fitness club C-suite executives, architects, engineers, and city officials. Used Google alerts and other effective tactics to pack sales pipeline. Led organizational change and improved corporate marketing materials and methodology through the use of technology.

- Accelerated sales from \$2.5M to \$3.5M+ in one year by improving sales processes and customer service for manufacturer and installer of rock climbing walls and artistic rock.
- Generated and submitted compelling responses to requests for proposals (RFP) in a timely manner, leading to 90% increase in close rate for sales of climbing walls and accessories valued at \$1K-\$1M.

*Career change expert with additional success as Sales Management Instructor at University of Colorado, Global Franchise Sales Manager for tech-ed start-up, Flying Trapeze Artist at Pop Circus, and Professional Snowboarder for Airwalk.*

## **EDUCATION**

**Master of Professional Studies, Organizational Leadership (Adult Education, Training, & Development)**

University of Denver, Denver, CO

**Bachelor of Science, Business Administration (Marketing/Entrepreneurship) | Bachelor of Arts, Spanish Translation**

University of Colorado – Boulder, Boulder, CO

### **Professional Development**

National Career Development Association (NCDA) Facilitating Career Development (FCD) Training – Creating Purpose  
International Coaching Federation (ICF) Coaching Certification Program – Goal Imagery Institute