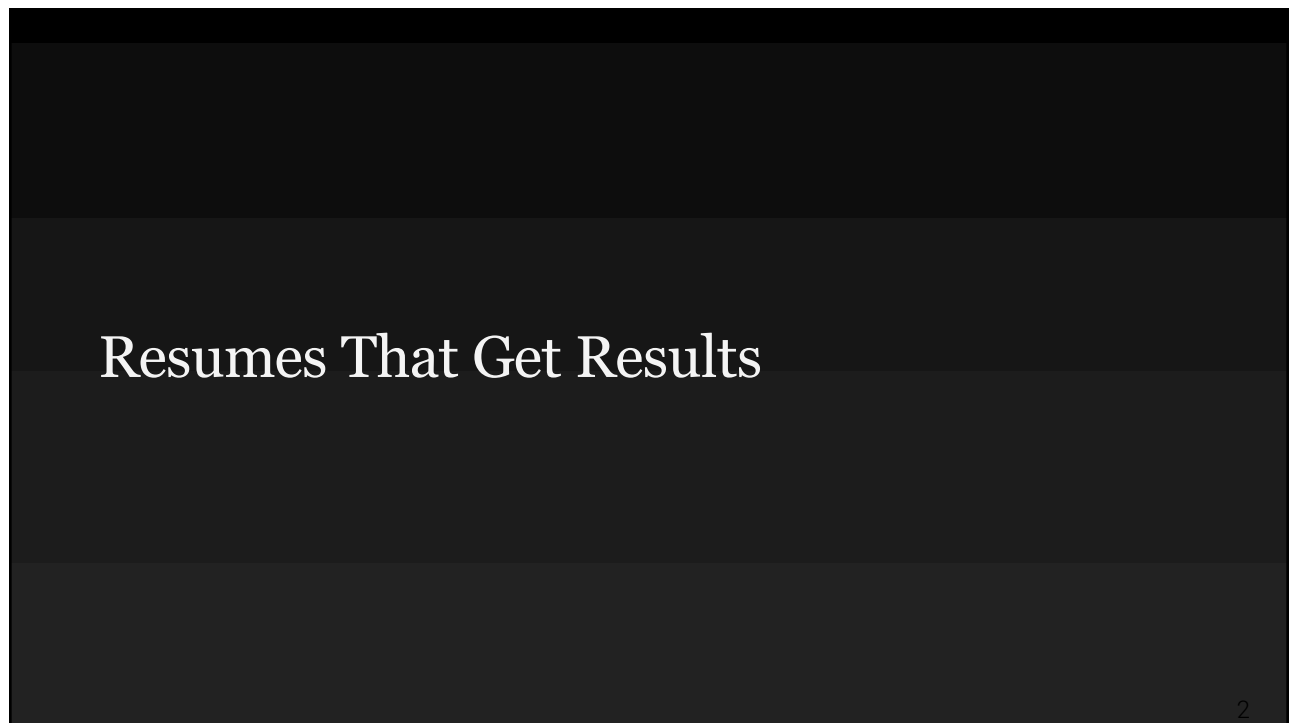




1



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## Quick Hits

- ✓ Executive Summary
- ✓ Keywords
- ✓ Outcomes
- ✓ Formatting (standard framework)

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## Executive Summary

**Mary Nolan**  
602 Stratton Drive  
Medina, OH 44256  
Cell: (734) 565-9132  
Home: (734) 435-0023  
Email: marynolan@gmail.com

**OBJECTIVE:** To obtain a challenging position in field marketing where my education, skills and experiences can be highly utilized and later be applicable for growth and possible advancement.



### Vanessa Sharp, MD

206.434.5274 | vanessasharp@gmail.com | linkedin.com/in/vanessasharp

#### MEDICAL DIRECTOR – INTEGRATIVE MEDICINE

Transformational Leadership | Strategic Planning & Execution | Program Management | Profitability | Innovation  
Training & Education | Quality Care | Top-Notch Service | Community & Corporate Relations | Recruitment

**Innovative clinical leader** compelled to transform the definition of well-being for organizations, communities, and patients. Board certified mind and body physician. Skilled conductor adept at bringing cross-functional teams together to turn vision into reality, attain aggressive goals, and promote sustainability. Sought after public speaker for community and industry events. Bi-lingual, English and French. *Career Highlights:*

- Spearheaded the establishment of enterprise-wide integrative health program in major hospital system, from concept to execution.
- Enhanced profitability through design and promotion of stress management and resilience training programs, reaching over 5,000 participants globally.
- Achieved stellar patient satisfaction scores network-wide, inspiring team of 20 providers to deliver exceptional quality and service.

#### PROFESSIONAL EXPERIENCE & SIGNATURE ACHIEVEMENTS

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## Key Words

Chief Financial Officer   Director of Finance   Information Technology		
30+ years specializing in: Financial Management, Accounting, ERP Systems, Business Analysis, IT, and Financial Reporting & Analysis. Executive leadership team member and strategic business partner with Accounting, IT, Operations, and HR		
Visionary Leader   Collaborator   Empowerment of Teams Reputation for Taking Initiative   Challenging the Status Quo   Driving Results		
Signature Strengths		
General / Cost / Financial Accounting Financial & Sales Reporting Budgeting & Forecasting Internal & External Audits	Data Mining & Custom Reporting Cash & Credit Management Acquisition Analysis/Accounting Insurance & Risk Management	Manufacturing, Distribution, Financial Services HR & Benefits Administration Information/Communication Technology Computer & Systems Applications
Financial Management, Business Analysis, and IT Experience		
PMG Color, Pittsburgh, PA Global leader in daytime fluorescent pigments and colorants   \$90M /300 employees		2010-Present
Promoted to Director of Business Analysis and IT (2017) Promoted to Director of Finance (2016-2017) Controller (2010-2016)		
Director of IT Reported to President   Management Team   Selected to expand newly implemented ERP system to 2 affiliated companies   Spearheaded IT shared architecture vision   Aligned IT and business strategies to leverage costs and efficiencies		
Director of Finance Reported to President   Management Team   Supervisor of 6   Promoted for ability to challenge the status quo		
Taking Initiative, Challenging the Status Quo, Driving Results...		
<ul style="list-style-type: none"> <li>➤ Stabilized and implemented new ERP system in the U.S. as well as for affiliated companies in the U.K. and Belgium.</li> <li>➤ Enhanced financial acumen of management team by creating and presenting status quo versus visionary scenarios.</li> <li>➤ Leveraged query skills-sole person with these skills-to create reports from system tables and build models for... reporting. Resolved process and underlying data issues that appeared in the reports.</li> <li>➤ Created accounting and IT infrastructure to support newly acquired facility including accounting for acquisition of assets. Oversaw finance and manufacturing teams responsible for entering new facility information into ERP system.</li> <li>➤ Participated in annual planning meeting along with President and members of the group acquisitions search committee.</li> </ul>		



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## Outcome-based Achievements



✗ Attended annual conference.	✓ Introduced company brand to 3K+ potential clients, participating as vendor at dealer conference.
✗ Answered phones.	✓ Handled 20+ customer inquiries on daily basis, maintaining 98% customer service rating.
✗ Managed special projects.	✓ Drove capital investment initiative, leading cross-functional team to achieve 100% of project deliverables 2 months ahead of schedule and \$50K below budget.
✗ Responsible for timekeeping.	✓ Spearheaded staff scheduling for team of 18 FT employees, entering data for up to 200 timecards on monthly basis.



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## Recap

- ✓ Executive Summary
- ✓ Keywords
- ✓ Outcomes
- ✓ Formatting (standard framework)

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Level Up Your LinkedIn Game

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# LinkedIn Landscape



SOURCE: The Social Shepard, Aug 2024

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## Quick Hits

- ✓ Headline
- ✓ About
- ✓ Keywords
- ✓ Overall Content & Formatting

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# Headline

**Missed opportunity** → Jane Jobseeker  
Public Relations Manager at Top Cycle, Inc.  
Omaha, Nebraska · [Contact info](#)

**Key Words** Jane Jobseeker  
Public Relations | Crisis Communications | Media Relations  
Omaha, Nebraska · [Contact info](#)

**Big Win** Jane Jobseeker  
Secured Multi Million Dollar Sponsor Support with 12 Million Fan Impressions for International Cycling Team  
Omaha, Nebraska · [Contact info](#)

**Enthusiastic Testimonial** Jane Jobseeker  
"The Pro Cycling Industry's Top Crisis Communications Specialist"  
Omaha, Nebraska · [Contact info](#)

**Impact with Accomplishment** Jane Jobseeker  
Helping International Sports Reach New Audiences – Communication Strategy That Attracts 100M+ Followers

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## About Section

- ✓ Tell your story
- ✓ Demonstrate value
- ✓ Incorporate key words
- ✓ Enhance without duplication
- ✓ Character limit = 2600

**About**

In the competitive world of professional cycling, the competition isn't limited to the athletes in the peloton. Teams themselves are also competing -- for sponsors, fan attention, media coverage, race invitations, and so on.

In my current role as Team CycleProSports' National PR Rep, I grew the team's social media presence by more than 25% in one year, and facilitated more than 12 million fan engagement opportunities online. I also secured stories in all the major cycling industry trade outlets and consumer-facing publications, including "ProCycling Monthly," "Biking News," "Two-Wheeler," and "ProVelo."

I also handled crisis communications for the team, including the controversial finish of the Tour of Africa, and media relations after the bankruptcy of one of the team's major sponsors. The team's owner recognized this effort with a handwritten letter praising my "responsiveness, tact, and diplomacy in effectively handling what could have been a disaster" for the team.

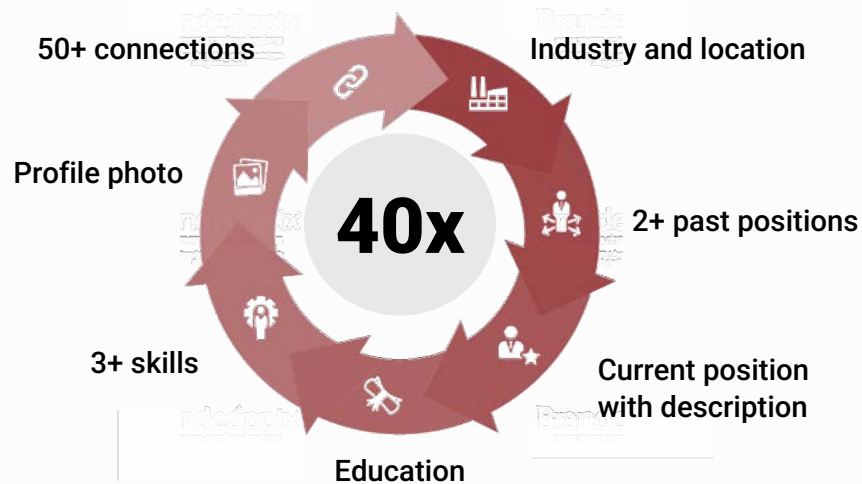
I am currently pursuing offers for the 2017-18 season. (As an independent contractor through Acme Company, I work exclusively with one team each year on a contract basis.) If your professional cycling team is looking to increase your team's profile in the media, with fans, and online, I would love to talk with you about what I can do for you. Click on the "Acme Company Website" link in my profile for full contact information.

I am also interested in connecting with you on LinkedIn if you are a journalist or blogger who covers professional cycling, a race organization official or sponsor, or UCI- or USA Cycling-accredited official.

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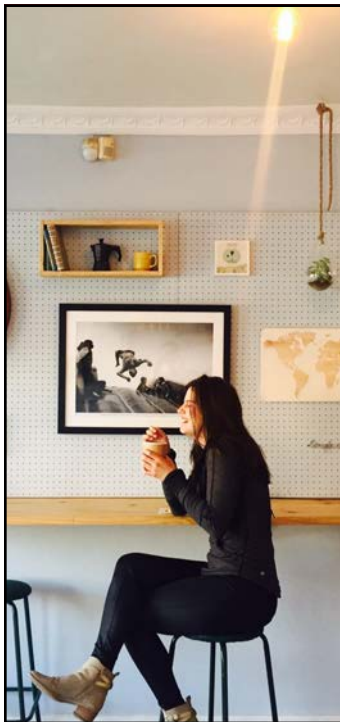
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# Overall Content



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## Formatting

- ✓ First-person conversational
  - Tell your story
  - Connect the dots
- ✓ Visual appeal
  - Characters
  - Symbols
  - White space
- ✓ Reorder sections as needed
  - Education
  - Concurrent work experience
  - Skills

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## Recap

- ✓ Headline
- ✓ About
- ✓ Keywords
- ✓ Overall Content & Formatting

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# Networking For Success

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## Quick Hits

- ✓ Why
- ✓ How
- ✓ Who

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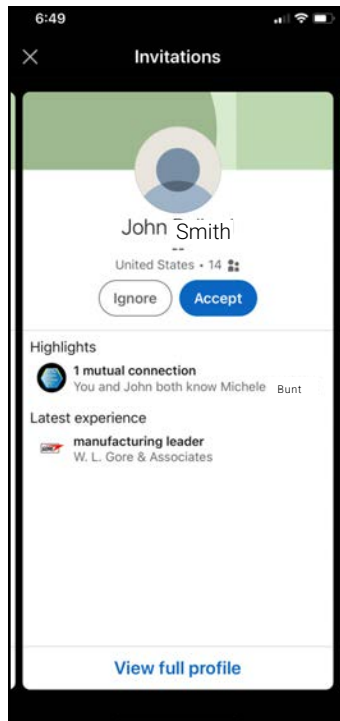


## “Do I have to?”

- ✓ The MOST successful way to find your next job
- ✓ 50 – 80% of job placements are attributed to networking
- ✓ Should account for 70% of your job search activities

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## Online Networking

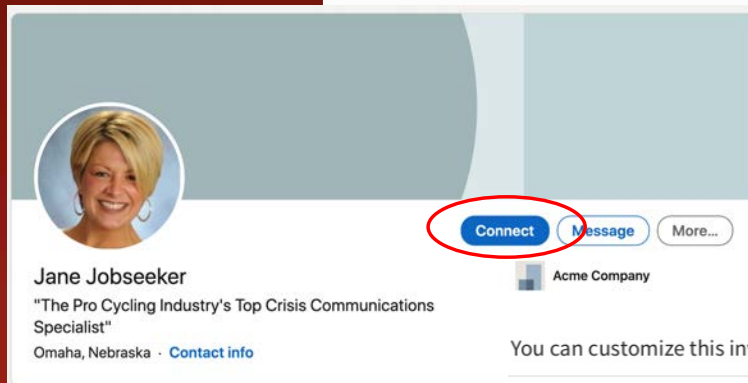
- ✓ Your network is your net worth
- ✓ Connection ≠ Recommendation
- ✓ Consider the source
- ✓ Know, like, and trust factor
- ✓ Be consistent

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## Connection Request - Desktop



You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

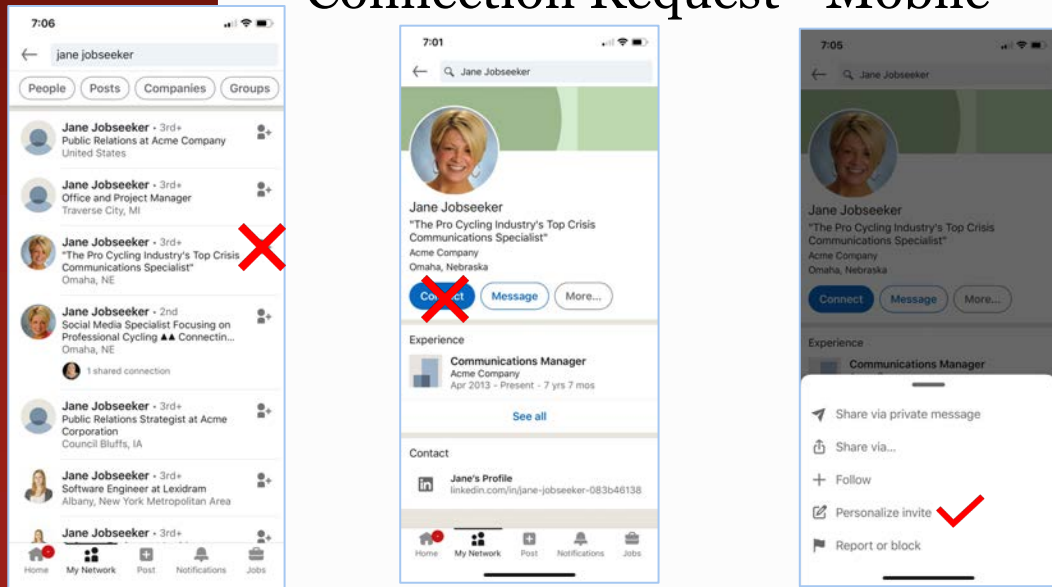
Send now

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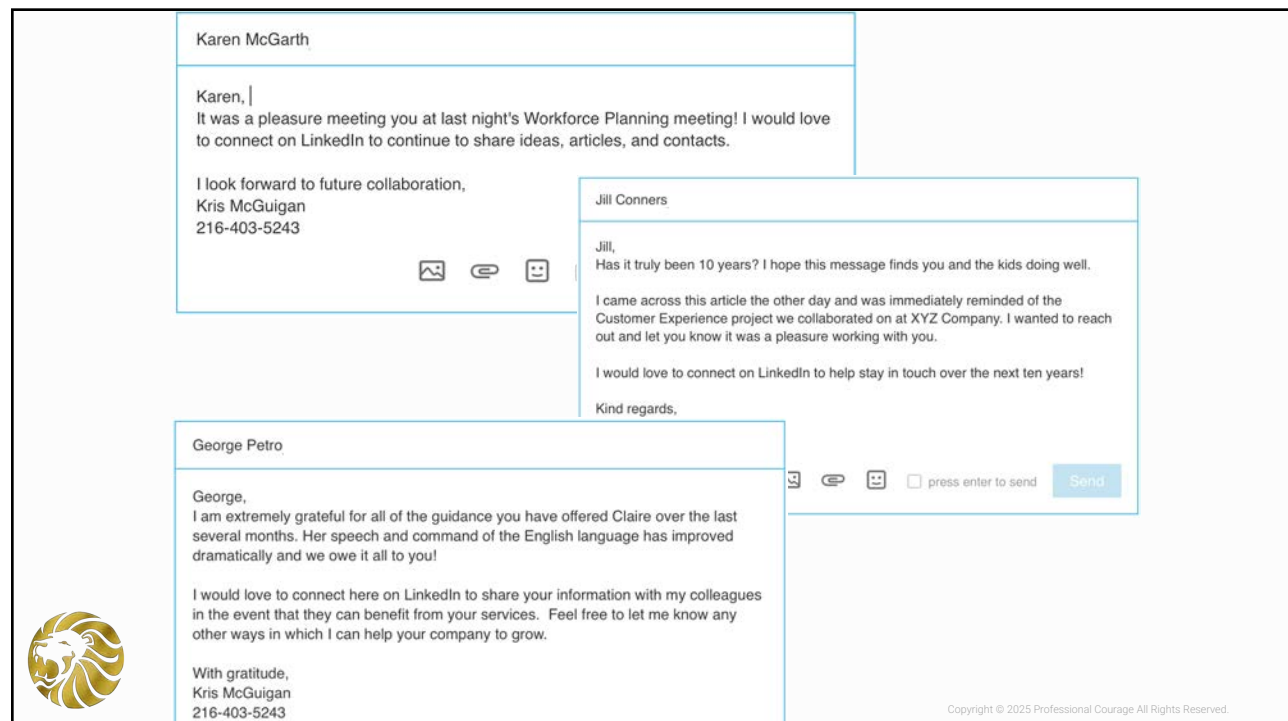
## Connection Request - Mobile



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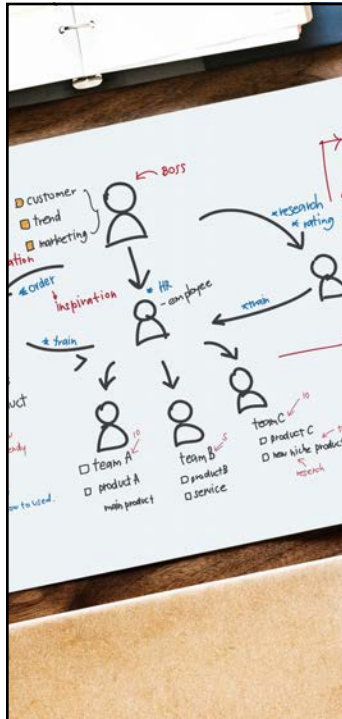
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## You know more people than you think!

### Personal

- Friends, relatives, neighbors

### Business

- Vendors, co-workers, conference attendees

### Third Party

- Lawyer, accountant, dentist

### Educational

- Teacher, classmates, alumni

### Community

- Association/Club members, church goers

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## Recap

- ✓ Why
- ✓ How
- ✓ Who

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