

## COLLEEN PAULSON, MBA, CPRW

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### CAREER CONSULTANT | COMMUNITY BOARD LEADER

As a former Fortune 50 leader, I use my industry knowledge and leadership expertise to help clients craft winning resumes, LinkedIn profile, cover letters, and executive bios. I started my career with Procter & Gamble, helping P&G move its manufacturing operations from Greenville, NC to Belleville, Ontario. After earning my MBA, I worked in strategic marketing for FedEx, setting prices and forecasting profits for Fortune 500 customers. After my time in Corporate America, I pivoted and launched my consulting business. I have directly served 100s of clients as a Certified Professional Resume Writer (CPRW). I stay on-trend with career development best practices through my work with clients including Carnegie Mellon University and CEO Connection.



#### EXECUTIVE LEADERSHIP

##### Colleen Paulson, MBA, CPRW

###### Career Consultant, 2006 - Present

- Collaborate with executive clients as Certified Professional Resume Writer (CPRW) and Career Coach, delivering customized marketing materials and job search advice.
- Transformed resumes for executive clients in fields ranging from technology to finance with 99.9% client satisfaction rate and focus on tangible client business results.
- Vetted by LinkedIn to offer resume writing, LinkedIn profile upgrades, cover letter, and career coaching services to LinkedIn members through LinkedIn Services Marketplace.

##### CEO Connection

###### Board Connection Director, 2019 - 2020

- Built trust with Mid-Market CEOs, understanding their goals, and identifying potential board opportunities.

##### Carnegie Mellon University

###### MBA Admissions Consultant, 2014 - 2020

- Evaluated 1,000+ global and U.S.-based candidates for Top 20 MBA program, assessing applicant work experience (resume), GMAT scores, undergraduate education, career objectives, and essay quality.
- Interviewed 100s of potential students on 6 continents, utilizing behavioral interview techniques.

##### The Motley Fool

###### Contributor, 2008 - 2011

- Predicted industry trends and translated complicated financial data into concise analysis, delivering 175+ articles to award-winning personal finance website.

##### FedEx

###### Senior Marketing Analyst | Strategic Pricing

###### Pittsburgh, PA, 2002 - 2005

- Originated customized strategic pricing programs for Fortune 500 customers with shipping revenues exceeding \$100 million, exceeding growth targets.
- Established price points and created cost-based analysis model for new FedEx product.

##### Procter & Gamble

###### Production Manager | Technical Engineer

###### Belleville, ON (Canada) & Greenville, NC 1996 – 2001

- Spearheaded all aspects of production for 2 manufacturing lines, managing team of 30, producing 1.5 million cases of product per year, and allocating multi-million dollar budget.
- Provided cross-functional leadership on global projects, relocating operations from US to Canada.

#### COMMUNITY LEADERSHIP

##### Brook Park Swim Club

###### Board Vice President (January 2021 – Present)

###### Board President (October 2017 – January 2021)

###### Pittsburgh, PA 2017 - Present

- Lead \$100K operations, managing cross-functional projects and jumpstarting marketing efforts.
- Spearheaded campaign to save community pool, turning \$70K shortfall into surplus within 12 months.
- Determined proper construction methods to resolve pool leakage issues, negotiated with sewage/water authorities, and lowered property assessment for 21 acre facility by 55%.
- Grew membership by 110% in 3 years via strategic marketing programs including website development, email marketing, and social media initiatives.

##### Additional Industry & Community Leadership

- Communications Chair, Pennsylvania Career Development Association (PACDA)
- Resume Analyst, PA Conference for Women
- P&G Alumni Foundation Ambassador
- Cookie Manager, Girl Scouts of Western Pennsylvania Troops 28865/52399 (2013 – 2020)
- Brook Park Manor Civic Association Board of Directors (2017 – 2022)

##### Education

- Carnegie Mellon University: B.S., Mechanical Engineering and Engineering and Public Policy
- University of Pittsburgh: Master of Business Administration (MBA)

##### Certifications & Professional Coursework

- Certified Professional Resume Writer (CPRW)
- How to Get on a Board Workshop

##### Publications, Honors, & Awards

- Career advice and industry expertise featured in LinkedIn News, FlexJobs, Yahoo Finance, MSN, CBS News, The Australian, Best Colleges, and InHerSight.
- Published original articles across digital and print venues including Investopedia, BusinessWeek.com, Pittsburgh PostGazette, Woman Engineer, Ellevote Network, Thrive Global, and Multichannel Merchant.
- Awarded Global Marketing Rising Star and Bravo Zulu awards by FedEx for outstanding contributions.
- Andrew Carnegie Society Scholar