

# Irene Marshall, MBA, PhD

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## CAREER SERVICES PROFESSIONAL

CPRW, Certified Professional Resume Writer  
CEIP, Certified Employment Interview Professional  
CPCC, Certified Professional Career Coach

www.toolsfortransition.com

Provides career support services using unique background as a former recruiter, resume writer, career coach and interview coach. Dedicated to helping people find satisfaction in their jobs and careers. Equally skilled at both writing resumes and coaching. Uses the resume writing process as a means to focus the job search, learn how to interview, and then get the desired job.

Eight years of career support work backed by over 40 years in marketing, sales, accounting, finance and business management. Experienced public speaker on a wide variety of career and job search issues.

- Career Assessment
- Career Management
- Cover Letters
- Job Networking Groups
- Job Search Strategies
- Interview Coaching
- Public Speaking
- Recruiter Relations
- References
- Resume Writing
- Salary Negotiations
- Skill Assessments

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## PROFESSIONAL BACKGROUND

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TOOLS FOR TRANSITION, Fremont, CA

**2003 – Present**

Provider of career support services including resume writing, career coaching and interview coaching for national and international clients

### PRESIDENT

- Founder and manager of full-service career support company. Provides services individually and manages work with other writers and coaches.
- Writes resumes for a wide range of professions and industries, both in-office and nationwide.
- Provides career coaching for a wide variety of issues, such as establishing career direction, and assessing skills, knowledge, accomplishments and interests. Gives support and guidelines for correcting resumes so everything is verifiable.
- Offers interview coaching to address both specific and general concerns. Reviews past interviews to identify past problems. Gives hands-on support to prepare for specific upcoming interviews.
- Special expertise in addressing difficult problems, such as poor credit, employment gaps, and bad references.
- Frequent featured speaker at San Francisco area job networking and professional groups.

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MATCO TOOLS, Fremont, CA  
Franchise co-owner with husband

**2006 – Present**

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ROBERT HALF INTERNATIONAL, Fremont and Oakland, CA

**1999 – 2003**

International staffing agency providing temporary and direct-hire placements

### RECRUITING MANAGER

- Interviewed, screened, prepared and coached clients for direct-hire placements.
- Developed new and ongoing client relationships to fill open job orders. Handled reference checks, salary negotiations, offer letters and post-placement follow-up. Supported team members by providing ongoing collaborative work for filling positions.
- Completed placements that generated almost \$1 million worth of agency fees.
- Achieved an exceptionally low ratio of “fall-offs” (placements that don’t last), because work to ensure solid candidate placements was excellent.

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**PROFESSIONAL BACKGROUND**

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THE ADGAP GROUP, San Francisco, CA **1998 – 1999**  
Distributor of promotional products with nationwide offices

**ACCOUNT EXECUTIVE**

- Sold \$600,000 in promotional products and other marketing communications tools. Products included custom clothing, imported private label products, on-line catalogs, company stores, office products and awards. Sun Microsystems was largest client.

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SAFE DESIGNS, San Carlos, CA **1991 – 1997**  
Distributor of promotional products

**VICE PRESIDENT**

- Performed Controller responsibilities. Trained and supervised Accounting Manager.
- Sold \$2 million in promotional products.
- Created and implemented business plan for opening new environmental market. Worked trade shows, did speaking engagements at both public and private sector events, and created written collateral.
- Developed several new products for environmental public education projects, including statewide oil recycling programs. Recipient of Special Commendation for Environmental Innovation, Peninsula Conservation Center Foundation, 1992.

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MARSHALL AND ASSOCIATES, Fremont, CA **1987 – 1990**  
**SMALL BUSINESS CONSULTANT**

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AUTO DYNAMICS, Menlo Park, CA **1988 – 2005**  
Independent full-service auto repair shop servicing both domestic and foreign vehicles Business Sold

**CO-OWNER / OFFICE MANAGER**

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**EDUCATION & PROFESSIONAL TRAINING**

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**Ritberger Institute, PhD, 2007**

**University of Santa Clara, MBA, 1991**

**California State University, Hayward, CA**

Bachelor of Arts - *Business Administration, Accounting*

DISC Behavioral Workshop, *training for certification exam preparation*

*Certified Professional Behavioral Analyst (CPBA)*

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**PROFESSIONAL AFFILIATIONS**

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Career Masters Alliance

National Resume Writers Association

Professional Association of Resume Writers and Career Coaches