

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, now resume writer, career coach and interview coach. Helps clients develop career strategies on what they have to offer their next or current employer by using both writing and coaching expertise.

Eleven years providing career support is backed by over 40 years in sales, marketing, accounting, finance, and business management. Dedicated to helping people find satisfaction in their jobs and careers.

Writing	Resumes, Cover Letters, Executive Bios, LinkedIn Profiles, Business Plans
Job Search	Strategies, Networking, Local Support Groups, LinkedIn, Online, Recruiter Relations, References, Employment Checks
Coaching	Career Planning, Interview Preparation, Salary Negotiations
Career Management	Assessments of Skills, Knowledge, Expertise, Professional Background; Optimal Job Performance

Career Highlights

TOOLS FOR TRANSITION, Fremont, CA 2003 – Present
Career support services including resume writing, career coaching and interview coaching for national and international clients

PRESIDENT

Provides support for job search and career management with national, international, and local clients in the San Francisco area. Versatile writer and coach for clients at all stages in their careers, and in a wide range of industries. Special expertise in supporting finance and accounting professionals.

- Creates, revises, updates, repositions, and edits resumes with focus on strategies, perception, content, and presentation. Senior writer and contributor for articles for The Ladders, specializing in \$100K+ executives.
- Reviews and assists with short-term and long-term career plans. Expertise in changing industries or job functions for career progression with both new and current employers.
- Provides in-person and telephone coaching to assess past interviews, develop new strategies, and role play for phone, individual and panel interviews. Offers guidance on salary and compensation negotiations.
- Strategizes on addressing difficult issues such as age, employment gaps, return to the workforce, poor credit, bad references, and resumes that are not verifiable.
- Engaged as presenter and subject matter expert in all aspects of job search and career management. Frequent featured speaker with 100+ engagements at job networking and professional associations.

ROBERT HALF INTERNATIONAL, Fremont and Oakland, CA 1999 – 2003
International staffing agency providing temporary and direct-hire placements

RECRUITING MANAGER

Placed finance and accounting professionals in new jobs. Interviewed, screened, and coached candidates. Handled reference checks, salary negotiations, offer letters, and post-placement follow-up. Developed client relationships to fill open job orders.

- Completed placements that generated almost \$1M in agency fees.
- Achieved exceptionally low ratio of “fall-offs” (placements that do not last).

THE ADGAP GROUP, San Francisco, CA
 Distributor of promotional products with nationwide offices

1998 – 1999

ACCOUNT EXECUTIVE

Sold \$600K in promotional products and marketing communications tools, including custom clothing, imported private label products, online catalogs, company stores, and awards.

SAFE DESIGNS, San Carlos, CA
 Distributor of promotional products

1991 – 1997

VICE PRESIDENT

Functioned as Controller with oversight of all financial operations and reporting, and concurrently sold \$2M in promotional products.

- Created and implemented business plan for opening new environmental market. Spoke at both public and private sector events as subject matter expert on the use of environmental products for public education programs. Participated in environmental trade shows and created written collateral.
- Developed and sold several new and innovative products for environmental public education projects, including statewide oil recycling programs.
- Recipient of “Special Commendation for Environmental Innovation”, awarded by Peninsula Conservation Center Foundation, 1992.

Earlier Career:

ACCOUNTING SUPERVISOR Intellicorp, startup in artificial intelligence software

ACCOUNTING MANAGER The Adgap Group, distributor of promotional products (staff of 20)

Business Ownership

MATCO TOOLS, Fremont, CA
 Franchise selling tools to auto repair and auto body technicians
CO-OWNER / OFFICE MANAGER

2006 – 2010

AUTO DYNAMICS, Menlo Park, CA
 Independent full-service auto repair shop servicing both domestic and foreign vehicles
CO-OWNER / OFFICE MANAGER

1988 – 2005

MARSHALL AND ASSOCIATES, Fremont, CA
SMALL BUSINESS CONSULTANT

1987 – 1990

Education • Professional Affiliations

Ritberger Institute, PhD, 2007

University of Santa Clara, Master of Business Administration (MBA), 1991

California State University, Hayward, CA
 Bachelor of Arts, Business Administration, Accounting



Professional Association of Resume Writers and Career Coaches (PARW/CC)
 Career Directors International (CDI) • National Resume Writers Association (NRWA)