

# SILVANA ESPOSITO

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## HIGH-LEVEL PERSONAL ASSISTANT – REVENUE ARCHITECT

Support Entrepreneurs, Businesses & Estates in Increasing Productivity & Profit

**Executive Assistant (Australia and America), Investor, and Entrepreneur** with immediate value from strong transferable skills that translate into a broad perspective of knowledge when *anticipating the needs, pressures, and tasks* of business owners or busy professionals. Extensive travel in 30 countries provided invaluable insight to diverse cultures. **Proven ability to implement lucrative and creative initiatives** to leverage keen business decisions for efficiency, effectiveness, and maximization of bottom-line profits.

### SELECT PERFORMANCE HIGHLIGHTS & BENCHMARKS

- Managed business needs of Franco Painting and individual needs of Franco family as **Professional Personal Assistant**; coordinated / accompanied personal travel stints (four-month average) from Australia to Los Angeles, CA.
  - **Initiated business actions to reduce annual expenses 15% and, not related, increased annual revenue growth 18%** within a year.
  - **Coordinated fundraiser event generating \$17K** with proceeds donated to an orphanage in Brazil.
- **Ramped entrepreneurial venture with zero earnings**: invested \$50K to acquire a multi-family commercial property and \$30K for renovation (additional mobile homes, new laundromat, and storage sheds); **sold for 125% profit within one year** (2004).
- **Showcased as ‘success story’ during investment seminars** taught by *personal mentor* and leading real estate mogul, Adam Miller (trainer of 25K+ students); and James Laurent (a leading expert in real estate and business development who has shared the platform with distinguished luminaries such as Brian Tracy, Zig Ziglar, Tom Hopkins, and former Presidents George W. Bush and Bill Clinton).
- **Volunteered 1500+ hours within local and international communities** and recognized for “outstanding commitment” with the Soul Gestures Award (2003) and the Golden Lock Honor Society Award (2001).
- **Published article** entitled “Nutritional Wholeness” in Living Nutrition Magazine about *the positive impact of health and nutrition on stress and anxiety*.
- **Recommended creative marketing and advertising strategies for business franchise** to invest capital in a second-hand truck equipped with dual-side billboards for outdoor-mobile advertising (instead of paying two advertisers separate promotion amounts of \$9K+); **available ad space on one side generated \$650 daily**.

### PROFESSIONAL CAREER CHRONOLOGY

<b>Professional Personal Assistant</b> , FRANCO PAINTING LLC, Brisbane, Australia, and Los Angeles, CA	2008 – 2011
<b>Property Manager &amp; Proprietor</b> , COMMERCIAL MULTI-FAMILY REAL ESTATE (Joint Business Venture)	2004 – 2007

### EDUCATION & INTERNSHIP

Bachelor Degree of Business, 2003

**Queensland University of Technology** (Australia’s leading Business University)

➔ Specialized Major in Management & Organizational Communication GPA - 3.6

**Internship, ABCnSport Co.**, Costa Rica, Nosara – Jan–March 2008

➔ Led by Dr. William Becker: Author, Doctor, and Health Educator

WILLING TO RELOCATE | CONFIDENTIAL

**INVESTMENT INITIATIVES AS PROPERTY MANAGER & PROPRIETOR  
COMMERCIAL MULTI-FAMILY REAL ESTATE (JOINT BUSINESS VENTURE)**

**ABC Real Estate (Tucson, AZ) / XYZ Real Estate Corp. (Phoenix, AZ) / Premier Realty (Austin, TX)**

**OVERVIEW & CHALLENGES**

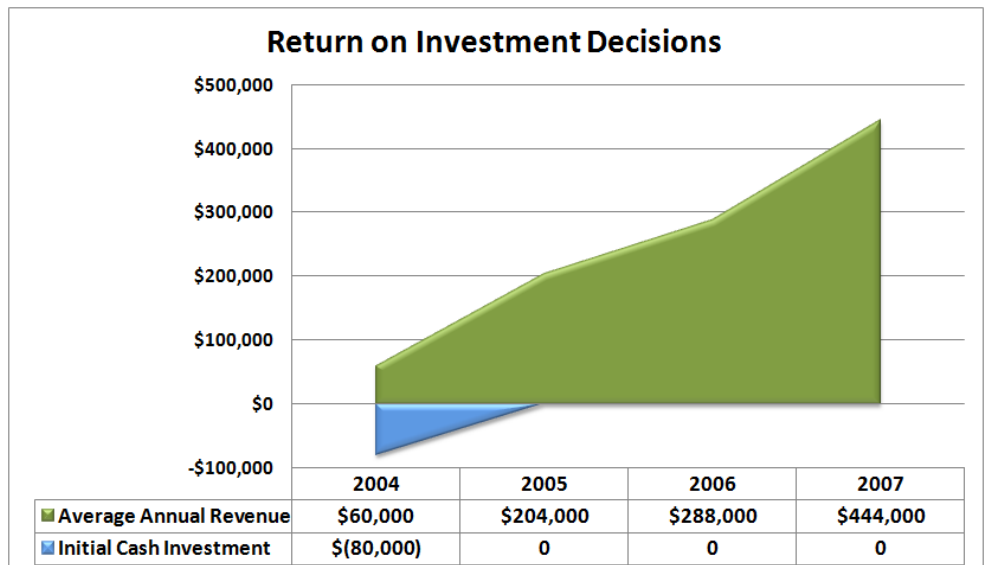
First-time investor with zero experience and limited funds of \$50K. Challenged to identify properties with positive cash flow potential and to find a seller flexible on payment terms for acquisition of real estate.

**➤ Strategies for Ramping Business Venture**

- Sought out educational seminars on real estate investing, and networked with onstage presenters to garner advice on creative real estate practices and negotiations.
- **Studied textbooks extensively** (no TV since age 19) to gain necessary knowledge to excel in the real world, adapt to various circumstances, and deal with situations in a successful, positive manner.
- **Focused on a specific real estate niche** to master and specialize in mobile home communities.
- Partnered with investor to minimize risk and share resources for more elevated growth.
- Traveled to inspect hundreds of potential interstate commercial properties to find a property that offered upside and flexibility on purchase price and terms, and to negotiate face-to-face with prospective sellers.
- **Invested \$50K to acquire a multi-family commercial property and \$30K for renovation** (additional mobile homes, new laundromat, and storage sheds).

**➤ Financial Results & Business Impact**

- ✓ **Sold property at 125% profit**, returning an annual cash flow of \$60K (2004).
- ✓ Reinvested funds from property (Tucson, AZ) into a larger property (Phoenix, AZ) at \$220K (2004).
- ✓ Achieved annual cash flow of \$204K (2005).
- ✓ Increased mobile homes and rental on property raising annual cash flow to \$288K (2006).



- ✓ Acquired additional multi-family commercial property (Austin, TX), increasing annual cash flow \$156K (2007).
- ✓ **Combined annual cash flow for properties totaled \$444K** (2007).

**➤ Strong Skills that Transfer to the Workplace:** Competitive Marketing Intelligence ▪ Staff Supervision Negotiations ▪ Renting / Leasing ▪ Scheduling / Billings ▪ Advertising ▪ Office Management ▪ Research

## GLOBAL PERSPECTIVE, EFFECTIVENESS & COMPETENCIES

Apply high levels of rigor in International endeavors to embrace challenges & proactively pursue development leadership roles

### FRANCO PAINTING LLC, Professional Personal Assistant

Relating Promoter | Bottom-line Oriented  
Creative & Productive Competence

#### ➔ Orchestrated overseas establishment & growth

- Spearheaded development of online brand services and exposure.
- Coordinated the lifestyles and travel of the Franco family.
- Intensified growth and profit in unfamiliar, international settings.
- Co-led fundraiser initiative for orphanage in Brazil.

*"Silvana has been invaluable to our business and family. She continually seeks improvement and understanding, and promotes a positive consciousness that is nurturing to those around her. Her business savvy and ability to have foresight with anticipating one's needs has had great impact, in addition to her detail-oriented, organized, and efficient nature. She exemplifies loyalty, trustworthiness and discretion, amongst maintaining a poised and graceful demeanor at all times, even throughout pressure and stress."*

— Maria Flietz (wife and business partner/owner of most recent employment: Franco family & Franco Painting LLC)

### EXTENSIVE INTERNATIONAL INVOLVEMENT

Passionate | Inner-Directed | Resourceful  
Influential

#### ➔ Traveled to 30 countries garnering a broad perspective of diverse

cultures; strong ability to take initiative in dialog, currency exchange, navigation, lifestyle, & paperwork.

- Performed orphanage assistance work (**Brazil**); internship with renowned hygienic doctor/author (**Costa Rica**); Franco family business and personal support (**Australia**); English teacher (**Vietnam**); entrepreneurial venture (**Arizona & Texas**), and yoga certification (**Los Angeles**).
- Mingled with cultures and communities resulting in enhanced communication skills.
- **Overcame barriers and fears by boldly embarking on solo travel in second- and third-world countries;** exercised caution while taking calculated risks to secure right payoffs.

*"Silvana is excellent with people, exceptional even. In fact, I would specifically request that Silvana be my loved one's counselor, with no hesitation. She is talented in showing sincere interest in others, engaging with them, and making friends. She is patient, always in excellent spirits, and simply a joy to spend time with. She is reliable, organized, energetic, motivated and always present. She will be your best staff member. Silvana will make your program better through her involvement, dedication and insights."*

— Dr. William Becker (advisor to world-class athletes and trainers from around the globe)

### COMPREHENSIVE / MULTIFACETED COMPETENCIES & SECURITIES

Trustworthy | Adaptable  
Wellness Support

#### ➔ Verified safety initiatives & certified communication proficiencies

- **International candidate for safety** (annual background/fingerprint/TB/DMV checks in Australia and US): **clean and clear results.**
- Health and wellness sustenance: **Registered Yoga Teacher (RYT) Certification, Yoga Alliance Accredited;** and First Aid/CPR/ AED to ensure safety and preventative care / stress reduction and promotion of wellbeing.
- Validity and flexibility to live and work on an intercontinental level: USA/Australia/Britain.
- Communication courses for effective interaction and collaboration: crisis counseling, mental health, and conflict resolution (US and Australia trained).

**TARGETED POSITION** - Personal Assistant Support for Technology Entrepreneur

### RESUME STRATEGY

*Created a modular-style resume with THREE stand-alone pages. Page 1 is a "networking resume," Page 2 showcases Silvana's success in business development using a graph to highlight increased ROI in a short period of time, and Page 3 sets Silvana apart from **all competition**. Led page 3 with experience as a Personal Assistant with a "global perspective," extensive travel to 30 countries, and facts showing that Silvana has a clear record.*

*DISC assessment transferable skill terms were incorporated into page 3 to showcase a "unique promise of value" based on where this client has been.*

### NOTES FROM CLIENT ABOUT JOB SEARCH TIMELINE ...

*"Within a day of receiving the completed resume (April 3, 2012), I emailed it to 3 job postings first thing in the morning and, by midday, two of them had left a message to talk more, and requested to schedule an interview, which was two weeks later since the recruiter went out of town (only 3 people were offered a 'test assignment' in final consideration). From there, I was chosen as the hired employee. From meeting in the office with the recruiter to final job closing, **process was ~ 4 weeks**.*

*This PA position is working for a really cool guy too; he's extremely successful in his business (centa-millionaire), and I'm very excited to be working in this opportunity. **I was offered a salary of \$85K**. The original posting showed a salary range of \$80-\$90K. It's something I'm definitely happy with, and was the salary range I was targeting."*

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*"The other job posting (**with a candidate pool of 600**) interviewed me within a week of the initial phone call. That first phone call was within 24 hours of my resume submission. From the interview, I was narrowed down to the "Top 10 candidate choices."*

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### CLIENT COMMENTS

*"I have the highest accolades for your talent, and the quick and positive responses I received from the resume you crafted well exceeded my expectations!"*

*"You are the ultimate and ideal person to help reflect back to others, their own brilliance."*

*"You have such a gift with reframing and highlighting people's skills, talents, character traits, and experiences in such a way that it showcases the true value they offer."*