

The Pat Schuler Kick Butt Award

I want to pay tribute to Pat Schuler's memory as a shining example of a true change leader in the career development industry who made a significant difference to numerous lives and businesses. In this regard, I am submitting my nomination for this award because I believe in taking a proactive stance to help people throughout their career journeys.

I represent the values that Pat emulated and meet the criteria required as follows:

- *Fearless in creating and innovating within the industry and/or the individual business.*
- *High integrity in communicating with others, customers, peers, colleagues, and on social media.*
- *Life-long commitment to learning demonstrated through a personal stretch to pursue additional training in new areas.*
- *Focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.*
- *Maintain active [CDI membership](#).*

Fearless in Creating & Innovating within the Industry &/or the Individual Business

In 2013, after undergoing a few restructurings that were precipitated by a long recession, I decided to turn around my setbacks and “kick butt” by helping discouraged jobseekers transform their lives. In August 2013, after completing my Bachelor of Arts degree and earning my resume strategist credential, I pioneered my own virtual resume writing and career consulting firm with the goal of making a significant difference as the Creative Resume Strategist (www.creativeresumestrategist.com).

The Creative Horizons Communications Strategy emulates this principle: to think creatively and visualize a new career horizon and to translate obstacles into creative, growth-focused opportunities.

I started supporting entry-level professionals and new graduates with furthering their career goals, then progressed eventually to supporting mid-level professionals, executives, and career changers — including multi-barriered. This was no easy feat — I boldly decided to take on this entrepreneurial venture independently the first time in my life. I transformed my mindset, leveraged my strengths, and *let go of the fear and did it anyway*, as Susan Jeffers, author writes.

Over time, I also gained valuable experience in subcontracting roles, working with challenging clients in complex career transitions in every field, level, and industry possible. I consistently motivated clients to keep reaching for their goals while accepting constructive feedback from leading experts as well as clients for continuous improvement. Since 2016, I have had the privilege to work under the guidance and mentorship of Mary Elizabeth Bradford, the renowned Career Artisan, crafting compelling resume packages and brand marketing collateral for six-figure executives.

I have been fearless in creating independently every aspect of my business from the ground up — from my own website, personalized resources, client materials and policies, to innovative career products and brand marketing collateral entirely from scratch, while leveraging the highest quality of in-depth industry training. I work with clients one to one locally and abroad, supporting them through tough career transitions and barriers while championing them to achieve and exceed their goals.

I have consistently fulfilled my promise to all clients, garnering numerous referrals and repeat business along the way with 100% client satisfaction and positive feedback as evidenced by [excellent testimonials](#). Working collaboratively with jobseekers (clients), I utilize a personalized, creative, and holistic as well as intuitive approach to help them further their career goals.

High Integrity in Communicating with Others, Customers, Peers, Colleagues & on Social Media

My business has always been rooted in a strong commitment to honoring professionalism, client integrity, and ethics aligned with the standards of leading career associations. I enjoy partnering with leading experts and colleagues across the globe to keep updated on various career development trends and share expertise. I honestly and openly communicate with clients about their career goals, experiences, sharing both their triumphs and challenges without judgment both virtually and on social media. I use three of my personally designed websites, LinkedIn, and Twitter to communicate and share news and to raise awareness about pertinent and ever-changing developments in the career industry.

I have refined my skills in asking clients the right questions to determine the right strategy to use with each client. What sets me apart is that I am relentless in expecting the highest standards from myself as well as my clients in order to drive optimum growth and success.

Motto: “In the face of great uncertainty, there is only one certainty – knowing, valuing, and articulating what sets you apart from others in the resume and interview process.

Honour your Unique Value Proposition.” – Lori A. Jazvac

Lifelong Commitment to Continuous Learning

My goal is to consistently keep learning and growing while expanding my business and helping jobseekers to realize their passion and purpose. I thrive in helping clients navigate their respective career challenges, adapt to the changing world of work, and leverage the hidden job market.

I have always had a passion a lifelong commitment for continuous learning. This has been evidenced through taking courses, webinars, and earning multiple certifications with Career Professionals of Canada, Career Directors International, and Career Thought Leaders while seeking to partner with the industry's leading experts in perfecting my craft. I have also earned [several awards year over year](#) that demonstrate a commitment to continued service excellence. These awards include *Best Resumes in various categories, Outstanding Career Professional, and Best Employment Services and Career Coaching.*

Giving Back Through Industry Contributions

I have given back to jobseekers, career professionals, and to the career industry through the abundant resources I've created, including numerous blogs (for CPC and my websites) and articles as informative career resources, podcasts, branding materials, strategic product guides, and career action plans to position clients to embrace their job search along with their next career milestone.

Other examples include participating in CareerPro Canada Conference planning and presentations as well as Career Jams, submitting Tip Sheets to CDI, while keeping fully updated about career development and trends through networking sessions, chats, and webinars. Known as a Mastermind, I have also taken pride in mentoring and receiving high-quality mentoring through the *Career Professionals of Canada Mastermind Mentoring Program* for two consecutive years on a broad range of forward-thinking career topics with a dedicated team of career professionals.

In this regard, I continue to demonstrate a lifelong passion and commitment to pursue training in other areas. Thinking innovatively, I am currently working towards my *NLP Coach (Neurolinguistic Programming)* credential through Life Potential Developments in order to expand my business and incorporate empowering robust NLP techniques into my career coaching.

Last year, I earned my Master Resume Writer (MRW) credential. This year, I have achieved my Master Certified Resume Strategist (MCRS) designation with CPC and Certified Hidden Job Market Coach (CHJMC) credential through Career Thought Leaders.

I am an ideal candidate for this recognition because I never give up and keep fueling my passion for helping jobseekers and working with experts virtually to reach higher with their goals — seeing a new career horizon. In merging my love for creative writing and coaching, I am always striving to improve my service offerings and skill sets to help clients boldly navigate their career journeys. My award-winning [A-B-C-D Creative Horizons Communications Strategy \(Career Innovator Award – Honorable Mention\)](#) has given my clients a solid understanding of my framework and values while giving them as well as my career practice a firm structure.

Additional resources can be found on my website: <https://www.creativeresumestrategist.com/> and <https://www.creativehorizonsresumes.com/>.

Resources for reference:

<https://www.creativeresumestrategist.com/>

<https://www.creativeresumestrategist.com/products-reports>

<https://www.creativeresumestrategist.com/career-blogs>

<https://www.creativeresumestrategist.com/of-clients>

<https://www.creativehorizonsresumes.com/>

<https://www.creativehorizonsresumes.com/blogs-newsletters>

<https://lorijazvac.wixsite.com/haltoncareercoach>

Sincerely,

Providing strategic solutions to enhance your career success!

LORI A. JAZVAC, **Master Resume Writer (MRW)**

Voted Best Employment Services & Career Coach, Readers' Choice

Master Certified Resume Strategist (MCRS) | Career Consultant | Certified Career Transition Coach (CCTC)

Creative Horizons Communications – Resumes

<https://www.creativeresumestrategist.com/>

Blog: <https://www.creativehorizonsresumes.com>

creativehorizonsresumes@gmail.com | 905-730-2374 (Direct Line) | [LinkedIn](#) | [Twitter](#)

