

Pat Schuler Kick Butt Award Nomination

Tiffany Cruz, MBA

Power Writers USA

Nominated by Nadi Jones.

Fearless in creating and innovating within the industry and/or the individual business.

Although I have worked with Tiffany for less a month, I am truly blown away by the powerful approach she has running her business. Tiffany has been running her company Power Writers since September of 2015 and in 4 short years has scaled the company to powerhouse levels with a USA division based in San Francisco and a newly developed Canadian division near Vancouver, BC. As her Operations Coordinator, I am loving working within this framework because she's already dedicated the time to create established process and strategies that align her goals and measure her successes. To date, Tiffany has a massive 1,600+ clients across the USA, Canada, UK, Ireland, Australia, New Zealand, and Spain. Now THAT is innovation and fearless at its best!

High integrity in communicating with others, customers, peer, colleagues and on social media.

The task of writing an individual's resume is highly intricate, or so I learned. It's a personal and professional story that needs to be shared firsthand by clients, then reshaped to represent a full career perspective. Tiffany is an honest listener who has this genuine gift of engaging with her clients, so they feel heard which, ultimately, is probably a major contributor to her success thus far. Along with writing kick butt resumes of course! In today's computer-based business world, I find it incredibly refreshing how available Tiffany makes herself for her client's needs. She routinely ensures they have her cell phone number and email with the assurance they can reach out at any time before, during and after the resume writing process. When I began working with Power Writers social media, Tiffany was very clear on her vision of balance between inspirational messages, positive stories, playful content, educational content with a small portion dedicated to sales focused messages. This all shows wonderfully high integrity in relation to communication with all those connected to Power Writers USA.

Life-long commitment to learning demonstrated through personal stretch to pursue additional training in new areas.

With the love of her life and a 2-year old daughter in-tow, Tiffany completed her MBA while travelling around North America in an RV (35+ campgrounds) and writing resumes on a full-time basis. I'd say that's a pretty hefty commitment to higher learning! In her company she has an annual budget for continuing education not only for herself but for the employees as well. I was elated when I learned that Tiffany had built into her budget funding for higher education. I'm planning on taking courses on digital marketing to further my own skill set and career path which will benefit not just my work with Power Writers but my entire career.

Focus on giving back through industry contributions such as industry committee participation, mentorship or article contribution.

Over the years, Tiffany has implemented several areas of mentorship and give back programs through her company. Probably the biggest of which, was an employee who showed exemplary skill in resume writing, Scott Nichols. Through mentorship with Power Writers, Tiffany helped direct Scott into what is now a successful resume writing company of his own. Sure, she lost a full-time employee, but Tiffany saw the perspective of career development for her employee over her own gain as his employer. Alongside this, Power Writers takes on contract writers who are just beginning their careers and routinely sends them paid contracts that aid their own businesses. Lastly, and this is my favorite 'give-back', every year when nearing the holiday season, Tiffany assembles a local Pro-Bono campaign that welcomes students and early career professionals to enter for a chance to receive a full resume update and cover letter service for free. I love this!

Maintain active CDI membership.

Power Writers USA has been an active CDI member since 2017