

**2022 Kick Butt Award Nomination: Gayle Howard**  
**Nominated by: Bridget (Weide) Brooks**

When I think of a “Kick Butt Woman,” Gayle Howard fits the bill. She has been a colleague, mentor, and friend for nearly 15 years, and through that time, she has exemplified the spirit of the award named for Pat Schuler.

Gayle is **fearless in creating and innovating within the industry and/or the individual business.** She is the creator of the “*PS... You Need a Resume*” book (now out of print) and ebook which is a guide for do-it-yourself jobseekers. Based on its success, she created “*PS ... You’re a Resume Expert*” to teach resume writer colleagues best practices in creating interview-winning resumes and achievement statements.

The success of that book led Gayle to create a training course for resume writers which she offers through CDI titled “*Resume Mastery*”. The course leads to the Certified Advanced Resume Writer credential. At the time of creation this was a pioneering venture for the resume writing industry. From an all-text version in the mid-2000s to an engaging, interactive, updated course with more than 100 professionally narrated, animated cartoons (and more than 100 downloadable PDFs!), hundreds of resume writers have found the course to be instrumental in kickstarting their careers, finding writing methods that make the process easy, and understanding the challenges of specific career types.

For Australia-based jobseekers, she also created a short course, “*Write the Great Aussie Resume*,” a video-based training session that provides advice for writing a resume over a weekend.

She exhibits **high integrity in communicating with others, customers, peers, colleagues, and on social media.** Her paper.li compilations (“The Gayle Howard Daily”) on Twitter were a must-click for me for many years! Although she doesn’t “publish” the content roundup anymore, it was solid demonstration of her leadership in content curation in the careers industry.

Gayle has a **lifelong commitment to learning demonstrated through personal stretch to pursue additional training.** Gayle has pursued additional training in Tough Transitions Coaching, Job Loss Recovery Coaching, LinkedIn writing, Job Strategies training, and 360 Reach training. In addition, as someone who provides training to colleagues, she maintains a commitment to staying abreast of changes in the industry and technology that can impact both her jobseeking clients as well as resume writers.

She has a **focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.** Gayle has been published in more than 20 resume writing and cover letter books and has maintained an informative blog since 2003. She has also trained and mentored more than 200 resume writers around the world.

But it is her contributions to CDI and the resume industry that really show her ability to “kick butt” on behalf of career industry professionals. She is currently the Director of Certifications for CDI (and has held this role since 2008). She has been a member of the Certification team for more than 20 years. She created the concept for the Certified Resume Specialist credential, allowing resume writers with specific specializations to improve their reach and demonstrate mastery within their area of expertise.

In 2021, she led the process of revamping the CDI Certification Guide, a massive, months-long project that she personally devoted more than 180 hours to. She assigned sections of the manual to certification committee members, edited content, proofread all sections, compiled up-to-date resume samples from the committee, and created and designed the format.

Under Gayle’s leadership, her team revamped the CARW certification process, created meaningful policies, refined the methodology for reviewing resumes for certification, and brought an empowering approach to help writers who need positive reinforcement.

In that last piece, she also demonstrates her integrity in communicating with others. For every resume presented to the CDI Certification Committee — no matter the writer’s level of understanding or experience — she reminds committee members to give positive and constructive feedback and ideas for improvement. She continually encourages and nurtures writers to be the best they can be.

On this topic, Gayle says: “Resume writers are understandably nervous about having their work ‘judged,’ and we have made sure it’s not about judgment. No one is going to feel encouraged or optimistic if they receive a ‘fail’ and a list of the things that are ‘wrong.’ Under my leadership, the certification committee members have become champions for kindness and encouragement, and this is something I feel strongly about and am proud of leading.”

Gayle is also the Director of the TORI Awards for CDI for the third consecutive year. She has identified opportunities for improvement and streamlining administrative processes, especially in the judging of the event, as it is a complex and time-consuming task. This year, Gayle produced two easy-to-follow manuals for judges, providing clear instructions on defining their roles in reviewing the resumes.

She has personally trained and mentored three professional resume writers to secure TORI award nominations (all went on to win on their first attempt).

**Gayle maintains active CDI membership** — she is counted among one of Charter Members who joined in 2000. She has several CDI certifications, including Certified Advanced Resume Writer, Certified Resume Specialist – Information Technology, and Certified Web Portfolio Practitioner.

She secured her first resume writing certification around 1997. She is also an Associate Member of the Career Development Association of Australia.

Gayle has received 56 TORI Award nominations. She won 20 First Place Awards, 5 Second Place Awards, and 5 Third Place Awards. She secured Second and Third Place Awards in the World's Best Resume Competition.

Here are just some of Gayle's awards and achievements:

- Best Resume 2000, Best Resume Content, Best Resume Format, Best Chronological Resume, Annual Resume Writing Awards 2000, Career Directors International
- Best New Graduate Resume, Best Re-Entry into the Workforce Resume, Best International Resume 2002 TORI Awards (Toast of the Resume Industry) Career Directors International
- Best Military Conversion Resume, Best Executive Resume, Best New Graduate Resume and Best International Resume, 2003 TORI Awards
- Winner, 2003 Australian Achiever Award for "Excellence in Customer Service"
- Highly Recommended Certificate, 2004 Australian Achiever Awards for "Excellence in Customer Service."
- Best Executive Resume, Best Professional Resume, and Best New Graduate Resume, 2004 TORI Awards.
- Best International Resume, Best New Graduate Resume, 2005 TORI Awards.
- Nominee 2007 TORI Awards. 6 Nominations from 8 Categories: Best Executive Resume, Best International Resume, Best Professional Resume, Best New Graduate Resume, Best Career Re-entry Resume, and Best Creative Resume.
- Best Career Re-Entry Resume, 2007 TORI Awards.
- Winner, Master Resume Writer Lifetime Achievement Award, bestowed by Career Directors International 2007.
- Best Career Re-Entry Resume (2nd Place), Best Technical Resume (3rd Place), 2008 TORI Awards, Career Directors International
- Top 3 Placegetter, 2009 World's Best Resume Competition, Career Directors International. Second place public vote, third place industry vote.
- Winner, Master Career Director Lifetime Achievement Award, bestowed by Career Directors International 2008
- Nominee, 2009 TORI Award in four categories: Best Executive Resume, Best Graduate Resume, Best Technical Resume, Best Creative Resume
- Third Place Winner, 2009 TORI Awards: Best New Graduate Resume and Best Creative Resume
- President's Choice Award for Career Excellence, TORI Awards 2010

- Second Prize, Best Cover Letter; Third Prize Best Sales and Marketing Resume, 2011 TORI Awards, Career Directors International
- Nominee, Best Cover Letter and Best International Resume, 2012 TORI Awards, Career Directors International
- Third Place Winner, Best International Resume, 2012 TORI Awards, Career Directors International
- Three-time Nominee, TORI Awards 2013, Career Directors International: Best Creative Resume, Best Sales Resume, Best Re-Entry Resume
- Second Place, Best Re-Entry Resume 2013 TORI Awards, Career Directors International
- Three-time Nominee, TORI Awards 2015, Career Directors International: Best Graduate Resume, Best Executive Resume and Best Accounting/Finance Resume
- First Place, Best Graduate Resume 2015 and second place, Best Accounting/Finance Resume 2015.
- President's Choice Award for Excellence, 2019, 2020 and 2021

As you can see, Gayle is a “kick butt” resume writer, instructor, and champion of the careers industry. She is highly deserving of this award and an outstanding contributor to the success of others in the spirit of Pat Schuler.