

Self-Nomination for Jheneal McDuffie

Pat Schuler

I went back and forth on submitting a nomination for this award because Pat set the bar very high! So, I am going to share my best in hopes that I can mirror her influential work and beautiful spirit.

- Fearless in creating and innovating within the industry and/or the individual business.
 - I've launched several initiatives to improve writers' management of their businesses and client interactions. The first was Process2Profit. I helped writers to create ultra-efficient processes to manage their client expectations, set boundaries, and stay on top of their projects. The second involved using Cognito Forms to develop several forms and interlink them for one seamless welcome packet without the hassle of creating individual contracts, discovery questionnaires, and expectations. Automated go out to clients to keep them abreast of the status and changes to their projects. No other writer I know of has done anything like this in the industry.
- High integrity in communicating with others, customers, peers, colleagues, and on social media.
 - I uphold integrity when communicating with clients by engaging in authentic conversations, setting expectations, and being available to have open and honest discussions. Clients leave my conversations understanding the benefits of working with me and my team and what role they play in their career success. Additionally, my social posts are geared toward helping my clients and future clients see an authentic side of me and my struggles and triumphs as a business owner. I like people to know that my journey isn't perfect and we all need grace. My mantra when communicating with anyone is "give grace to get grace;" whether you're a client, peer, colleague, or business partner. My communication always shows that I care and I'm there to ensure they feel heard and have a friend on the journey.
- Life-long commitment to learning demonstrated through personal stretch to pursue additional training in new areas.
 - My best friend and I have conversations frequently about how obsessed I am with my business, and admittedly when I start talking about resumes, she says, "you have to find a friend that understands what you're talking about [LOL]. You get so excited and always find something new to share with me." She's not lying with her statement. I am constantly finding something new to learn to enhance my business and the customer experience. In less than three months, I taught myself programming logic and built hundreds of processes to streamline my operations. In addition, and most recently, I've been spending hours researching resume writing techniques, applicant tracking software (ATS), and resume parsing. My prospective clients always tell me that when they attach their resumes to the ATS, they always have to re-enter most of the information from the resume. My

commitment to learning led me to research a way to identify that issue in depth before sending my final package to the client that avoids the rework. This work is still in progress, but I have found a tool that can help with that answer that, when tweaked, will be revolutionary to the application process.

- Focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.
 - I've mentored 17 new writers and serve on the certification board for the Professional Association of Resume Writers and Career Coaches (PARWCC). Additionally, I've submitted content for CDI articles, LinkedIn articles, and articles with my alma mater—Northeastern University, which have all been published. I committed myself to do 50 hours of free resume reviews, and I'm currently at 61 hours for the year. The reviews are in-depth and focused on those who can't afford one of my packages but are in dire need. I also spoke at the national conference 3x for PARWCC and held multiple training sessions with their community.
- Maintain active CDI [membership](#).
 - I have an active CDI membership.