

# The Pat Schuler Kick Butt Award

## Nomination for Rebecca Bosl

Nominated by Marie Plett

Several years ago – just after Pat Shuler’s passing – I met Rebecca Bosl at an industry conference. Rebecca was profoundly impacted by the loss.

Pat was her personal mentor, business coach, cheerleader, inspiration, and hero.

After working with Pat for just eight months, Rebecca quadrupled her income and her business has earned six figures every year since. Relentlessly dedicated to following Pat Shuler’s example, Rebecca is clearly a world-class butt-kicker.

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

Always focused on driving success for job seekers, Rebecca constantly updates her business with innovative and holistic service offerings. She not only completes 90-minute client intake sessions for résumé development, she performs additional branding sessions to ensure her job seekers maintain a consistent and compelling brand across all touchpoints. In addition, she offers career coaching known for quickly steering job seekers in the right direction. In 2023 she plans on launching her “Fresh Start” program, which will equip new graduates with career coaching, personality testing, interview coaching, and résumé preparation.

### **High integrity in communicating with others, customers, peers, colleagues, and on social media.**

Anyone who has ever spent more than five minutes conversing with Rebecca knows she’s an industry cheerleader. She closely follows the work of her colleagues and applauds their accomplishments. Able to clearly see the potential in others, she’s made terrific suggestions that have benefited the industry. For example, she once came up to me and said “Wow, you create such amazing graphic résumés and CDI always has so many beautiful graphic TORI-award-winning résumés. Perhaps you guys should offer a credential for graphic résumé design.” Her suggestion ultimately led to the creation of CDI’s Certified Graphic Résumé Architect (CGRA) credential, which has since been obtained by elite résumé writers worldwide to prove their skills in visual résumé design.

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

Perhaps no one in our industry exemplifies passion for life-long learning like Rebecca. The holder of two postgraduate master’s degrees (MBA and MLS), she has 14 career and resume certifications. She’s earned the most prestigious résumé writing credentials, including Certified Executive Résumé Master (CERM) and Nationally Certified Résumé Writer (NCRW), as well as numerous career coaching certifications, such as Certified Job Search Strategist (CJSS), Certified Career Management Coach (CCMC), Certified Profiting from your Passions Coach (CPPC), Certified Employment Interview Specialist (CEIS), Certified WorkPlace Big 5 Assessments (WPB5), and Certified Hidden Job Market Coach (CHJMC). Passionate about branding and online social media presence, she is a Nationally Certified Online Profile Expert (NCOPE), Certified Reach Social Branding Strategist, 360 Reach Certified Strategist, Certified Personal Branding Strategist, and LinkedIn University Graduate.

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

Rebecca has served on the NRWA’s conference committee for several years, and is currently developing work/life balance presentations to share with her colleagues next year.