

I am honored to submit my application for the Pat Schuler Kick Butt Award, to not only honor Pat's legacy, but to show how important it is that we, as resume writers and career consultants, push for change in our industry. I truly believe a "paper" resume will not be the only way to apply for jobs in the future, and humbly wish to show that I am an innovator, change agent, and job seeker advocate, giving my spare time to finding new ways to help job seekers navigate their journey.

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

As a first-time double-nominee for the TORI Awards in 2021, Tiffany has shown a relentless pursuit of excellence within business operations, client communications, and resume writing. Her innovation in business has allowed Power Writers USA to thrive with optimal efficiency, where she personally writes 5+ resumes each week, takes all client calls, manages a team, and ensures clients get a single point of contact business model so that no information is lost in translation between client and writer. She constantly evolves, streamlines, and standardizes process so that customers get the same "customer experience" with each and every engagement. While over 33% of her business is referral and repeat clients, she keeps a humble and direct approach to relationship building with clients, hosting very candid, yet professional, in-depth consultations where she gets entry-level to C-level clients to open up, align, share, and engage. She believes in setting clear expectations, delivering on-time, and ultimately creating a product that both represents the client and generates callbacks.

Her innovation within the industry is a new product to market, set to launch in Spring 2022 (just in time for the Career Innovators Award!). With her background in Lean manufacturing, process improvement, and hiring, Tiffany identified a gap in the resume writing industry as a whole. She found limited ways to translate the resume into something not only more digital, but more personal. She believes in having her clients not only submit a top quality resume, but building a personalized video resume with a script written by a professional resume writer. This new tool and mobile app enables the job seeker to BE in-person with the application, talking directly to the recruiter or organization. She has developed a mobile app "Video Resume Pro" that will be available for download to the general public in Spring 2022. Yes, any job seeker can simply download the app, write and record their script, and use it to apply for jobs.

What makes this product new and exciting is that it will create an entirely new revenue stream for resume writers and interview coaches. The app enables resume writers to sell the "script" that the job seeker uses, which could easily scale pricing depending on the length of the video (all designed by the resume writer). The idea is to enable job seekers with a new innovative tool for job searches, give hiring managers the chance to actually see the candidate, and open an entirely new revenue stream for resume writers. It's a "win-win-win" idea. What differentiates the mobile app, and why a resume writer would want to have their client use Video Resume Pro is because there's nothing exactly like it on the market, with its ease of use and accessibility. This tool is built for job seekers to easily access, record, and send instantly to email, YouTube, or social media sites. The tool is versatile enough to be used many times over for targeted scripts at a specific job posting, or simply record one generic video resume for wide-spread application. Since LinkedIn is an extremely powerful and influential site in today's job market, Tiffany wants her clients, and any job seeker, to be able to put themselves literally in front of the hiring manager. Her goal is to influence LinkedIn's adoption of video resumes and allow InMail to accept video file uploads. <https://videoresumepro.com/>

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

Tiffany is diligent and ever forthright with her clients regarding expectations of any engagement and will remain professional in the utmost challenging situations. She will go way out of her way, make the time, put in the effort, and ensure her clients are happy with the new product (resume). Not only that, but she also personally guarantees the new resume will generate callbacks and opportunities for the client and will continue working with them until they see the results they anticipate. She champions a single point of contact business model, working as the sole resume writer at her company to ensure her clients get the one-on-one attention they deserve. She has hired and developed multiple staff members in marketing and business administration, with one of her team members leaving only because her social media and business management training launched her into stardom.

A recent sampling of her 64 recommendations from LinkedIn:

Malcolm Stanley, Director of Membership and Communications at BOMA San Francisco, 2021. "Tiffany was recommended to me by a colleague who'd had a positive experience with her and they weren't wrong. Working with Tiffany on a resume, cover letter, and LinkedIn profile was actually enjoyable. It was a relief knowing all of those were about to get a serious upgrade and that I only had to do so much of the lifting. Especially since I was also looking for a job and needed one sooner rather

than later. Tiffany was clear about what I could expect in terms of her process, how to best prepare for our consultation, what she would charge me in terms of pricing for each service, and how long everything would take from start to finish. Plus, when I got too caught up in my job search, she would reach out proactively to help me stay on schedule. I look forward to when I'm able to work with her again for the next step in my career and I would strongly recommend Tiffany to anyone already at or looking to step up to the executive level who's never worked with a professional resume writer before."

Taya Shcherbakova, Sr. Product Manager, FinTech at Uber, 2021. "Stellar 5-star service. Amazingly quick responses, dedication, knowledge of the field, and complete dedication to the client. Aside from helping me to refine the resume and my LinkedIn profile, Tiffany really helped me to understand my own strengths. And there is just no way to put a price tag on that. Highly recommend."

Deirdre Geary, AVP, High Net Worth Personal Lines Account Manager at HUB International, 2021. "I cannot stress enough how much I enjoyed working with Tiffany as I started my transition into a new position. She took what looked like something a 12 year old drafted and created a beautiful and compelling resume which, while only being on my revamped LinkedIn page (also created under Tiffany's guidance) has received a lot of attention. I am not a wordsmith and I had no idea where to even begin to make my resume attractive to companies in a new field or work, and Tiffany did a fantastic job outlining my skills to attract a wider group of recruiters and companies. I will always recommend Tiffany to anyone who asks me!"

Ebonee Slater, MBA, PMP, Associate Director, Assurance Client Services at Deloitte, 2021. "Tiffany was a delight to work with. She is very professional and takes her craft seriously. She delivered the work on time and to expectation. As an added bonus, I secured my dream job within 1 month of my LinkedIn profile and resume update."

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

Since joining CDI in 2017, Tiffany has continued her love of education to not only stay on top of trends and best practices, but to challenge herself and expand her horizons. She earned her CARW, CERM, CMRW, and CGRA, in addition to completing the MBA program LSU Shreveport, while raising her 7-year old daughter, relocating her business internationally, and going through a separation in 2021. Her company, Power Writers USA has helped her maintain focus, keep grounded, and focus on elevating her skillset during the pandemic and major life changes. She is always working on a new certification and is now working on her Certified Career Storyteller (CCST) credential through CDI.

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

Tiffany has mentored 2 professionals into full-time resume writing thus far, one mid-career (coming from a construction project management background), Scott Nichols, and one early-career (coming fresh out of college with a BS in Biology), also her younger brother, Paxton Cruz. Scott championed resume writing with her guidance and followed in her footsteps, earning his CMRW, CERM, CGRA, CPRW, CEIC, and CEIP. Not only is Scott a current and active CDI member, a LinkedIn Career Advisor, and a CDI Certification Committee Volunteer, but she mentored him to achieve excellence, where he earned 3 TORI Award nominations with only 4 years of writing under his belt. While Paxton is more junior in his career, his exceptional attention to detail has taken him to earn his CPRW and he is working towards his CARW, joining CDI in 2021.

- Maintain active CDI membership.

Tiffany has held an active membership with CDI since August 2017.