

**Chapter 38 Finding and Applying for a Job  
Career Chatroom Career Profile**

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**Q What do you do at work?**

**A** I write résumés for executives in just about any industry you can name, including finance, technology, marketing, software, legal, biotechnology, telecommunications, and professional services. I also partner with some of the most elite niche recruiters in the United States who call on me to write résumés for the clients they represent.

**Q What was your first job in marketing?**

**A** I started my career as a recruiter at the Federal Reserve Bank of Chicago. I learned early on that great candidates did not always have great résumés. Hiring managers would only agree to interview candidates with *great* résumés. So, for talented candidates whom I really liked, I would rewrite the résumés to make them appealing to the hiring managers. As a result, many talented people were hired (on their own merits, of course) who wouldn't have been granted interviews had I not rewritten their résumés.

**Q What skills are most important to you?**

**A** In order to write a great résumé for a client, I have to really understand their unique skills, accomplishments, and value proposition. And the only way I can find that out is to listen. In addition, I have to be able to ask the right questions of my clients to elicit the right information for the résumé. And of course, first-rate writing skills are essential.

**Q What is your key to success?**

**A** Treat each client's project like it is the most important one in the world because every client represents potential for many referrals.