

JOSEPH T. ELLIS

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It isn't every financial executive who can seamlessly shift gears to help lead through the chaos while integrating merging companies, to turnaround an underperforming business unit, or to lead a cross-disciplinary strategic initiatives team. But this is a primary part of Joseph Ellis' signature offering: he is differentiated by an uncommon complement of financial management expertise combined with strong business acumen, allowing him to view a business with a wide lens then narrow down to connect the dots, identify business drivers, understand complex issues, take action, and drive results.

Having recently completed an interim co-CFO assignment, Joseph Ellis is currently the SVP of Central Finance, Treasury, and M&A with Global Travel, Inc., a multibillion-dollar global enterprise recognized as one of the world's largest hotel and leisure companies with nine brands, 175,000+ employees, and 1,350 properties spanning 100 countries. Joseph joined Global Travel in 1998 at its inception, just after the company had completed the acquisition of two major, global brands, and he played a significant leadership role in integrating the financial and corporate planning functions of the three companies.

Advancing through a series of eight promotions since then, Joseph's leadership has expanded beyond the boundaries of a traditional financial executive and he has led many strategic initiatives that have had positive impact on multiple business areas, driving down costs, increasing revenue, and improving overall performance of various business units. Joseph has evaluated and played a leadership role in many transactions for the company, including dispositions as well as potential acquisitions and spin offs, most with values ranging from \$1 billion to \$10 billion. Most recently, as an interim co-CFO, he worked with the CEO and Board of Directors to develop a new leverage policy and share repurchase strategy, along with a financing strategy to deliver the objectives, including implementing a commercial paper program and issuing bonds.

Previously, Joseph Ellis worked as a controller/finance manager for a small company during a period of rapid growth in which the company added tens of millions of dollars in new annual revenue. Joseph began his career as a CPA and auditor with Dunn & Pointer.

Joseph Ellis earned his B.S. degree in 1992 with a finance/accounting major and passed his CPA exam in 1994.

Joseph lives in Denver, Colorado where he and his wife of 24 years have raised their son and two daughters. He is active in the community and has served as a coach for baseball, soccer, and softball. In his personal time, Joseph enjoys golfing and fishing and is training for his first full marathon. He can be reached at 555-555-5555 or josephellis@email.net and invites connections at www.linkedin.com/in/josephellis.

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



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I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

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I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

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