

## COLLEEN M. PAULSON, MBA, CPRW

Pittsburgh, PA • 724.759.1130

[colleen@colleenpaulsonmba.com](mailto:colleen@colleenpaulsonmba.com) • <https://www.linkedin.com/in/colleenmpaulson/>

### EXECUTIVE RESUME WRITER | CAREER COACH | CONSULTANT FORTUNE 50 LEADER | COMMUNITY BOARD PRESIDENT

Insightful Executive Resume Writer and Career Consultant with 13+ years of experience in delivering focused coaching, resume writing, interviewing, and consulting leadership.

- Reviewed/originated 1000s of resumes and interviewed 250+ candidates on 6 continents as Certified Professional Resume Writer (CPRW) and External Reader/Interviewer for Top 20 MBA program.
- Boosted C-Level talent development as Board Connection Director at CEO Connection.
- Effectively role-model career inventiveness and creativity via career transitions through engineering, production management, finance, marketing analysis, MBA admissions, and business writing.
- Insight into Corporate America with 9+ years of experience in engineering, marketing, and leadership roles for Fortune 50 leaders Procter & Gamble and FedEx, leading up to 30 team members.
- Served as trusted community leader as President of Brook Park Swim Club Board of Directors, jumpstarting campaign to save pool and leading \$80K budget turnaround in 12 months.

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Career Development • Executive Relations • Trend Analysis • Thought Leadership • Higher Education  
Goal Setting • Strategic Planning • Content Development • Marketing Campaigns • Social Media  
Job Search • Project Management • Client Relations • Workplace Dynamics • Communications

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### PROFESSIONAL EXPERIENCE

#### **INDEPENDENT CONTRACTOR, Pittsburgh, Pennsylvania (November 2006 – Present)**

##### **Executive Resume Writer | Freelance Writer | Consultant**

Collaborate with wide range of clients as Certified Professional Resume Writer (CPRW) and Career Coach, delivering customized marketing materials and job search advice. Review client LinkedIn profiles and provide customized recommendations to improve online presence.

- Transformed resumes for executive clients in fields ranging from technology to finance with 99.9% client satisfaction rate and focus on tangible client business results.
- Vetted by LinkedIn to offer resume writing, LinkedIn profile upgrades, cover letter, and career coaching services to LinkedIn members through LinkedIn Profinder Professional Program.
- Predicted industry trends and translated complicated financial data into concise analysis as a regular contributor to award-winning personal finance website *The Motley Fool*.
- Successfully launched writing business, delivering insightful articles in areas including personal finance, investment analysis, education, consumer products, product pricing, and career changes.
- Published original articles across digital and print venues including *Investopedia*, *BusinessWeek.com*, *Pittsburgh PostGazette*, *Woman Engineer*, and *Multichannel Merchant*.

#### **CEO CONNECTION, Remote Office (July 2019 – May 2020)**

##### **Board Connection Director**

Built relationships with Mid-Market CEOs, understanding their goals, identifying potential opportunities, and connecting them with potential board roles.

- Curated networking opportunities for CEOs including Board Connection Receptions, cultivating strategic alliances with Private Equity/Venture Capital firms, start-ups, and other advisory contacts.

#### **CARNEGIE MELLON UNIVERSITY, Pittsburgh, Pennsylvania (January 2014 – March 2020)**

##### **MBA Admissions | External Reader | Interviewer (Part-Time), Tepper School of Business**

Evaluated admissions applications for Top 20 MBA program, providing support on a seasonal basis. Considered 1,000+ global and U.S.-based candidates, assessing applicant work experience (resume), GMAT and/or GRE scores, undergraduate education, career objectives, and essay quality. Interviewed 250+ potential students on 6 continents, utilizing behavioral interview techniques.

- Served as part of leadership team establishing admissions standards for Master of Science in Product Management (MSPM) degree offering.

## FORTUNE 100 MANAGEMENT / ANALYTICAL EXPERIENCE

### **FEDEX, Pittsburgh, Pennsylvania**

#### **Senior Marketing Analyst | Strategic Pricing/Business Analysis**

Instrumental in global air/ground transportation business exceeding revenue and growth targets, developing strategic pricing programs. Built strong relationships across functions, collaborating with sales directors. Proficient in various pricing methodologies including market and cost-based pricing methods.

- Originated customized strategic pricing programs for Fortune 500 customers with shipping revenues exceeding \$100 million.
- Established price points and created costbased analysis model for new FedEx product.
- Awarded Global Marketing Rising Star and Bravo Zulu awards for outstanding contributions.

### **PROCTER & GAMBLE, Feminine Care Product Supply Division**

#### **Production Manager/Technical Engineer, Belleville, Ontario & Greenville, North Carolina**

Orchestrated all aspects of production for 2 manufacturing lines, producing 1.5 million cases of product per year. Managed 30 technicians and directed product quality, budget management, and personnel development. Designed multi-million dollar production equipment in collaboration with external vendors. Provided cross-functional leadership on global projects, working with international colleagues and vendors to optimize operations.

- Drove profit growth by 10%, increasing line production speed while reducing expenses.
- Led product quality improvement, reducing defects by 30% via use of Six Sigma principles.
- Streamlined operations as part of team relocating manufacturing equipment to Canada.

## COMMUNITY LEADERSHIP

### **BROOK PARK SWIM CLUB, Pittsburgh, Pennsylvania (October 2017 – Present)**

#### **Board Member/Membership Chair (January 2021 – Present)**

#### **President, Board of Directors (October 2017 – January 2021)**

Lead \$100K operations, managing cross-functional projects and jumpstarting marketing efforts.

- Spearheaded campaign to save community pool, turning \$70K shortfall into surplus within 12 months.
- Determined proper construction methods to resolve pool leakage issues, negotiated with sewage/water authorities, and lowered property assessment for 21 acre facility by 55%.
- Expanded membership base by 45% in 2 years via strategic marketing programs including website development, email marketing, and social media initiatives.

## FORMAL EDUCATION

**Master of Business Administration (MBA), Finance and Strategy**  
University of Pittsburgh, Joseph M. Katz Graduate School of Business

**Bachelor of Science, Mechanical Engineering and Engineering and Public Policy**  
Carnegie Mellon University; Pittsburgh, Pennsylvania

## PROFESSIONAL AFFILIATIONS, COURSEWORK, & CERTIFICATIONS

Certified Professional Resume Writer (CPRW)  
How to Get on a Board Workshop, CEO Connection  
Communications Committee Chair, Pennsylvania Career Development Association (PACDA)

## VOLUNTEER COMMITMENTS

Brook Park Manor Civic Association: Board of Directors (2017 to present)  
Girl Scouts of Western Pennsylvania: Troop 28865/52399 Cookie Manager (2013 to 2020)