



"It's as good a resume as it is humanly possible to create."  
*Executive who reviewed a client's resume*

"When I wake up depressed about having to make a transition at 53 years old, I read my new resume and get re-energized." *Big 4 Consulting Partner*

"Working with Paula on my bio was an incredible experience. The process was stimulating, thought provoking, and ultimately produced exactly the results I was looking for." *President, Social Media Consulting Firm*

"Great job on [my candidate's] resume. He said you made him work. From my perspective it was worth it. Now he won't get screened out prematurely." *Executive Recruiter*

**Paula Asinof** is an authority on career management, resumes and bios, and founder of Yellow Brick Path, a career coaching, consulting and resume services firm. She is known for unconventional perspectives and "straight talk" based on her extensive real world experience as a Corporate Executive in IT and Finance, as an Executive Search Recruiter, and as Director of a College Career Services Department.

Clients at all levels – from new grads to CEO's – and from diverse backgrounds become more focused, articulate, and energized as a result of her resume "makeover" process. Paula has an MBA from the Wharton School and is an author of three books. She is a Certified NLP Coach (NLPC) and has received the prestigious designations of Credentialed Career Manager (CCM) and Master Career Director (MCD), both awarded to leaders in the career management industry.

### **"GREAT RESUMES, BIOS, and Everything Else for Successful Career Management"**

Fully interactive, in-person working sessions at our office in Dallas or by phone nationwide

#### **Need a Guide in Developing...**

**A clear, consistent and credible career image**  
**An "on message" career story**  
**A showcase of your talents and capabilities**

Our approach is based on the belief that **every client has a unique story** that needs to be told

Experience shows that **interactive dialogue with a skilled, business savvy career coach** is a proven way to get superior results

Our clients find that the **process is insightful** and as valuable as the documents that we create

#### **Check us out if you are a ....**

- C-Level Executive or Vice President
- Consulting Partner
- Corporate and Consulting Leader
- Director/Manager/Senior Professional
- Entrepreneur or Small Business Owner
- High Potential New Graduate

#### **Special Services**

- Board of Directors Candidate Bios
- Corporate Career Management Workshops

#### **Yellow Brick Path Offerings**

Yellow Brick Path provides a comprehensive range of career services from Career Coaching to Resumes to comprehensive LinkedIn profiles. We bring expertise based on years of executive business experience and coaching services. We understand your challenges. We partner with you to meet your goals.