



"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 two 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"

Serving Clients "In-Person"
at our office in Dallas or by phone nationwide
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BUSINESS PROFESSIONALS

Need a resume and cover letter now? One and two session resumes for business Executives, Managers, and Professionals. *A resume you can be proud of!*

EXECUTIVES

Want a resume, bio and more that sets you apart from the competition? Comprehensive programs for Executives. *A resume and bio that gets attention!*

NEW GRADS

Have a resume and cover letter that truly showcases your potential and education? New Grad program to start a career right. *A resume that stands out!*

Yellow Brick Path guides you 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. Our experience shows that **interactive dialogue with a skilled, business savvy career coach** is a proven way to get the superior results our clients demand.

- C-Level Executives
- Consulting Partners
- Corporate and Consulting Leaders
- Directors/Managers/Senior Professionals
- Entrepreneurs and Small Business Owners
- New Graduates

Need Career Management or Job Search Coaching?
Work with Coaches Who Know What It Takes
To Have Walked in Your Shoes

Yellow Brick Path provides a comprehensive range of career services. 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.