

# LORI A. JAZVAC

Providing strategic solutions to enhance your career success!

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**Award-Winning Master Resume Writer ➔ Certified Career Transition Coach ➔ Results-Driven Business Strategist**



"Think creatively and visualize a new career horizon."

\* POSITIONING JOBSEEKERS TO EMBRACE THEIR NEXT MILESTONE

\* HELPING JOBSEEKERS REALIZE THEIR UNIQUE VALUE AND LAND SOLID JOB OFFERS

\* RETAINED BY LEADING CAREER SERVICE FIRMS TO SUPPORT 6-FIGURE EXECUTIVES

## AREAS OF EXPERTISE:

- Resume Writing
- Employment Strategy
- Creative Career Storytelling
- Career & Job Search Planning
- Career Exploration / Decision-Making
- Career Transition Coaching
- NLP Coaching
- Creative Content Writing / Editing
- SEO Optimization Techniques
- LinkedIn Profile Branding
- Holistic Career Coaching / Consulting
- Interview Coaching / Strategies
- Human Resources Management
- Organizational Effectiveness
- Customer Service Excellence
- Business Brand Marketing
- Strategic Negotiations
- Research & Information Gathering
- Project Management

Lori Jazvac is a passionate, award-winning Master Resume Writer and Career Coach who furthers the career goals of entry-level, mid-level, and executive jobseekers using a creative vision and forward-thinking, holistic approach. Identifying a need to support jobseekers with career transitions post-2008 recession after 10+ years in business administration, Lori responded to her true calling.

In 2013, upon graduating on the Dean's List with a Bachelor of Arts degree and subsequently earning the **Certified Resume Strategist** credential by Career Professionals of Canada, **Lori pioneered her own career services venture — Creative Horizons Communications**. She merged her passion for helping people and creative writing to realign the career paths of jobseekers. Channelling her solid business acumen, human resources expertise, and career-related knowledge to diversify her business, Creative Horizons Communications garnered interest by countless career changers, both locally and abroad. Today, Lori customizes stellar resume packages, brand marketing documents, blogs, LinkedIn profiles, and conducts coaching to help jobseekers of any field and level stand apart in a competitive labour market.

In 2014, as an ambitious entrepreneur, Lori received her **Certified Employment Strategist** designation followed by an **Advanced Resume Development Certificate with 100% completion**. As a result, she elevated her resume writing skills 40%+ and achieving an 80%+ track record of repeat business while expanding her client base.

Focused on enhancing her knowledge, Lori worked hard to earn the **Certified Career Transition Coach** credential in 2016 along with **Certified Advanced Resume Writer** and **Resume Specialist in Challenging Transitions** designations in 2017. She is also a **Master Certified Resume Strategist and Certified Hidden Job Market Coach**, helping jobseekers of all walks of life navigate the hidden job market. In 2019, Lori earned the **Certified Interview Strategist** designation via Career Professionals of Canada.

She has engaged with fellow career professionals through career conference planning, networking sessions, and mastermind groups. As chat facilitator, Lori delivered engaging presentations on *Marketable Skills for the Future*, *The New Resume: Brand Engineering*, and *Career Development Theory*. **Lori's support and compassion along with solid job search strategies have helped jobseekers realize their unique value and confidently approach their next career milestone.**

**Lori's track record of service excellence has led to winning top Readers' Choice awards for Best Employment Services year-over-year.** She has garnered multiple accreditations in several **Outstanding Resume Categories** since 2014, including Honourable Mention as Career Innovator and TORI Nominee by CDI, as well as Honourable Mention for **Outstanding Career Professional** by CPC. In 2016 and 2019, she received the **Outstanding Volunteer Contributor Award** by CPC's Executive Director. **Lori has been retained by leading executive resume writing firms in North America, crafting exceptional resumes for six-figure executives.** She was also credited with supporting Durham College's healthcare graduates in career coaching.

From 2013 to 2018, **Lori devoted her creative writing talents in promoting the brands of local businesses for Metroland Media**, a leading media/publishing company. Her earlier career was hallmarked by extensive experience in administration, customer service, sales/marketing, and accounting in varying industries where she increased revenues, maximized efficiencies, and elevated customer satisfaction.

Additionally, Lori holds an NLP Practitioner & Coach designation, Human Resources Management diploma, CHRP designation, and Business Administration diploma. She is also a Certified Career Storyteller who is intrigued by the art of career storytelling. In her spare time, she enjoys watching comedies, walking, yoga, dance, tending to her flower garden, and exploring the wonderful sights in Burlington, Ontario.