



Empowering Career Coach | **bio** | Expert Resume Writer

SALLY CALLOWAY



Hello. My name is Sally Calloway a.k.a. Coach Sally. I adapted the title “Coach” from my students while teaching a Career Development class at a career college where I served as the **Director of Career Services for 8 years**. I am a certified professional career coach and Resume writer and well they called me “coach” which I preferred over “professor” anyway, so it stuck.

Rewind to my own college experience. I majored in Communications and minored in Electronic Media, Theater, and Film. Growing up, I always wanted to be in the entertainment industry in some capacity. So, when it came time for my internship I researched opportunities, aiming to make it to the “big time” so I decided I would apply to **intern on the “Late Show with David Lettermen”**. Long story short, I read every book published at the time on resume writing and interviewing. Including “Interviewing for Dummies” which still sits on my bookshelf ever so gracefully, as outdated as it is. Ok, back to the short version of the story; I spent about 3 weeks researching and crafting my resume which ultimately stood out among thousands of other applicants and I landed an interview. I flew out to NY, bombed the interview, and did not land the internship. The “Late Show” recruiter said I was over-rehearsed and said that she didn’t feel that I was “myself” during the interview. This prompted me to do more research about the whole job interview process. I find the challenge of career progression to be a rush so significant for me that I wanted it to be my career mission to guide others toward that same feeling.

Over the last 13 years, I landed every position I interviewed for and was promoted to management positions in less than a year in all of those roles.

Any who, my professional experience revolves around career development in the form of helping clients build powerful resumes, providing interview coaching, and marketing them to prospective employers. I have done this both in the entertainment and education industries.

For the last 8 years I cut my teeth in Corporate America as a Director of Career Services. Doing what I loved, just not as my own boss. I recently quit my executive level position in Corporate America to follow my dream of being a successful “momprenuer” and to carry out my genuine passion of helping others see their true career potential. I am proud to say that my new office is in “Star butts” as my 2 year old calls it.

The best part of doing what I do is restoring lost confidence in people who are struggling to find a new job or win a promotion.

A LITTLE ABOUT ME:

I’m an entrepreneur as the President and Chief Designer of Resumes by Coach Sally and a **corporate America veteran** of 10 years with a background in career development in the exciting world of entertainment and the fulfilling education industry.

I understand the dynamic of the workplace from a candidate, employee, management and HR perspective.

My personal stories of success and failure throughout my college and professional career drive home my **“have fun, but get the job done”** message.

I am a Professional Speaker, up-and-coming Best Selling Author, Certified Professional Career Coach and an Expert Resume Writer.

I have presented for:

- Colleges
- Career Fairs
- Business Meetings
- Classrooms
- Conferences
- And more...

Previous professional roles:

- Director of Career Services
- College Professor
- College Orientation Leader
- Alumni Relations Manager
- Senior Leader in Education
- Talent Manager & Promoter

CONNECT WITH ME:

LinkedIn: Sally Calloway

Facebook: Resumes by Coach Sally

Website: ResumesbyCoachSally.com

Email: coachsally49@gmail.com
Phone: 702.573.2362 (PST)
www.ResumesbyCoachSally.com

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