YOUR CAREER > YOUR FUTURE

Career Experts Group Monthly Newsletter

OCTOBER 2025

Newsletter Editors: <u>Denise Bitler</u> & Laura Johnson

FROM PLANNING TO PROGRESS: MAKING THE MOST OF WHAT'S LEFT OF 2025



CAREER INDUSTRY NEWS/TRENDS: <u>Job Hugging: Choosing Safety, Stagnation, or Success</u>

With layoffs looming, "Job Hugging" offers a different approach to career management; find out how to leverage your current position for skill development and long-term security.

JOB FINDING STRATEGIES: The LinkedIn Audit: Building a Profile That Works for You

Is your LinkedIn profile working for you? Explore the key to turning your digital presence into a strategic asset, complete with tips to get noticed by top employers and clients.

CAREER ADVICE: The EQ Factor: Your Key to Career Advancement

From navigating workplace dynamics to influencing decisions, explore the power of Emotional Intelligence and learn how to build the crucial EQ skills that transform careers.

BUILDING YOUR BRAND: Ageless Advantage: Turning Experience Into Your Career Edge

Age isn't a liability, it's your greatest asset. Learn how to strategically leverage your wisdom and adaptability to stand out and lead with confidence among younger colleagues.

SPECIAL FEATURE: Positioning Yourself for 2026 Success: Creating A Year-in-Review

Gain clarity and confidence for the year ahead. Explore how developing a "Year-in-Review" helps you track progress, leverage learning, recognize resilience, and set ambitious goals for 2026.

ASK THE EXPERTS: "I keep hearing conflicting information about what my resume should look like. What are the best practices?"

Discover the current gold standard for resumes in 2025, from optimal length and file formats to crucial mobile and ATS optimization strategies.

LEARNING TOOLS

CEG YOUTUBE CHANNEL | CEG RESOURCE DOCUMENTS

We've got you covered wherever you are in your career journey.

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JOB HUGGING: CHOOSING SAFETY, STAGNATION, OR SUCCESS IN THE WORKPLACE

It seems like every few months, a new job trend is announced, often with a catchy name. (Remember Quiet Quitting?) One of the latest trends is called Job Hugging. A reversal of the term Job Hopping, job hugging describes the act of workers holding on to their current roles and responsibilities instead of seeking opportunities in a new environment.

In job hugging, workers prioritize the safety and security of their positions over the uncertainty that a new role, industry, or employer offers. This trend is increasing in popularity during today's turbulent job market, where layoffs, tariffs, and AI's perceived replacement of human tasks are in the headlines almost daily.

Some sobering workforce statistics:

- A recent report from outplacement firm Challenger, Gray & Christmas shows that through the end of July 2025, U.S. companies have announced 806,383 job cuts, the highest amount of workforce reductions year to date since 2020 [1].
- According to a July 2025 employment summary from the Bureau of Labor Statistics, U.S. job growth has taken a hit, reporting only 73,000 new jobs in July – down from a monthly average of 111,000 new jobs earlier this year [2].
- The number of long-term unemployed (those jobless for at least 27 weeks) increased by 385,000 over the year. In August, long-term unemployed accounted for 25.7 percent of all unemployed groups [2].

Who can blame workers for wanting some stability in light of such uncertainty and unpredictability? However, while some employers may view job-hugging workers as loyal, reliable, and consistent, others might see them as stagnating and unmotivated. This is especially true for employees who simply stay the course and do the bare minimum to meet expectations. The most successful job huggers leverage opportunities to grow their skills and talents while they remain in their existing roles.



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JOB HUGGING, CONTINUED

If you are a job hugger, or are considering becoming one, here are a few steps you can take to stay relevant with your employer and within your career:

- Take advantage of your company's professional development opportunities, which may include in-house training programs and pipelines, mentoring programs, and attendance at professional conferences and seminars.
- Review your company's tuition reimbursement benefits to see if
 you are eligible to take coursework or training that results in a
 professional certification or credential or even a new degree.
 Be sure to read the fine print, as some employers require
 workers to stay at the company for a set period of time after
 the reimbursement, or to repay the funds if they leave too soon.
- Determine whether your employer offers the opportunity to work on cross-departmental or cross-programmatic projects, enabling you to work with different teams and learn about various aspects of the company or industry.
- Plan ahead by identifying future roles (in your present or next company) where you can grow your responsibilities, leadership skills, and areas of expertise. Then, start sharpening the hard and soft skills you'll need to make that transition.



Job-hugging can be a good solution for employees who decide to make the best of their work situation. However, it's important to show their managers that instead of stagnating, they are continuing to grow professionally to prepare for what's next.

REFERENCES

- [1] Challenger, Gray & Christmas, Inc. Job Cut Announcement Report
- [2] Bureau of Labor Statistics Employment Situation Summary

CAREER EXPERTS GROUP RESOURCES

Resource Guides:

- <u>Lifelong Learning Resources.pdf</u>
- The Strategic Goal Mapping Framework.pdf

"Your Career > Your Future" Newsletter Articles:

- <u>Stay Ready, So You Never Have to Get Ready: Elevate Your Brand, Strengthen Your Spirit, and Navigate Change</u> with <u>Confidence</u>
- Feeling Stuck in Your Job: When Furthering Your Education Makes Sense

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THE LINKEDIN AUDIT: BUILDING A PROFILE THAT WORKS FOR YOU

In today's digital-first economy, your LinkedIn profile is your digital reputation and networking tool all in one. Recruiters, hiring managers, potential clients, and even colleagues rely on LinkedIn to evaluate who you are, what you've accomplished, what you want to be known for, and whether you are someone they want to connect with.

WHY LINKEDIN OPTIMIZATION MATTERS

An optimized LinkedIn profile is a powerful tool that increases visibility, builds credibility, expands reach, and opens doors to new opportunities. For example, data shows that profiles with a professional photo receive 14× more views, and that adding at least five relevant skills aligned to your target role makes you 31× more likely to be contacted by recruiters [1]. Optimization isn't just cosmetic; it's tied directly to career opportunities.

I update my LinkedIn profile twice a year. Why? Because maintaining an active, optimized presence has paid off. Three different career management business owners have found me through LinkedIn searches. One of those connections turned into a significant contract role where I've served as a senior writer for more than six years.

WHAT DOES IT MEAN TO HAVE A FULLY OPTIMIZED PROFILE?

An optimized profile is complete, strategic, and story-driven. It communicates who you are, the value you bring, and how you can make a difference. The hallmarks include professional branding, keyword-rich content, evidence of impact, engagement signals, and alignment with goals.

THE LINKEDIN AUDIT

Our new <u>LinkedIn Audit With AI Prompts Resource Guide</u> and <u>LinkedIn Audit Using AI Prompts YouTube video</u> <u>demonstration</u> provide step-by-step instructions on how to assess your profile. By tackling 17 easy opportunities on your LinkedIn profile, you'll efficiently build a fully optimized profile. Here is a sampling of the profile optimization opportunities below; be sure to check out page 4 in the *LinkedIn Audit With AI Prompts Resource Guide* for the full <u>list.</u>

PHOTO

If you don't have a recent, professional headshot, consider an AI enhancement tool like dreamwave.ai.

BACKGROUND BANNER

Use Canva (free)
to brand and
customize your
banner for your
industry or
occupation.

CONTACT

Avoid outdated emails (Hotmail, AOL), which may cause age bias. Be sure to include your cell phone number.

PUBLIC PROFILE URL

Customize your link.
Aim for

"linkedin.com/in/firstnamelastname"
and add a middle
initial or job title if
your name is taken.

"OPEN TO WORK" VISIBILITY

Set the visibility to
"Recruiters Only" for
discretion or "All
LinkedIn Members"
to display the green
Open to Work
banner for maximum
visibility.

THE LINKEDIN AUDIT

Once the quick wins are in place, the next step is to optimize your content. Standing out requires more than surface-level fixes; it takes storytelling, consistency, and measurable results to elevate your profile from just being found to being remembered.

A fully optimized LinkedIn profile is a living, breathing representation of your professional identity. By completing a LinkedIn audit, enhancing storytelling, and engaging consistently, you'll transform your profile into a career magnet.

REFERENCES

[1] Kinsta.com, "Mind-Blowing LinkedIn Statistics and Facts"

CAREER EXPERTS GROUP RESOURCES

"Your Career > Your Future" Resource Guides:

New: <u>LinkedIn Audit With AI Prompts</u>

"Your Career > Your Future" Newsletter Articles

- <u>Digital Authenticity: A Framework for Professional Success in the AI Era</u>
- Do I Really Need a LinkedIn Profile

YOUTUBE Podcasts:

New: <u>LI Audit Demonstration</u>



THE EQ FACTOR: YOUR KEY TO CAREER ADVANCEMENT

UNDERSTANDING EMOTIONAL INTELLIGENCE

Emotional intelligence (EQ) consists of four interconnected skills that serve as your professional GPS, helping you navigate workplace politics, build strategic relationships, and position yourself as promotion-ready:

- Self-Awareness: Recognizing your emotions and triggers, and their impact on performance.
- Self-Management: Controlling impulsive reactions and staying productive under pressure.
- Social Awareness: Reading others' emotions, group dynamics, and organizational culture (sometimes called "reading the room.").
- Relationship Management: Influencing, coaching, and building lasting professional connections.

WHY EQ MATTERS FOR YOUR CAREER

Professionals with strong emotional intelligence get promoted faster, earn more, and have more career options because they're seen as safe bets for leadership roles [1]. In a world increasingly dominated by technology and automation, our uniquely human ability to connect, empathize, and collaborate becomes our greatest professional asset.

Whether you're job searching or positioning for your next promotion, emotional intelligence sets you apart in a crowded field of technically qualified candidates. It's transforms good employees into indispensable leaders.

WHAT EMPLOYERS ASK FOR WHEN THEY REALLY WANT EQ

Most job postings won't come right out and say "we want EQ!" But the job posting may emphasize emotional intelligence by using the following language:

- Leadership & Influence: Someone who can inspire and guide others without formal authority, and manage up, down, and across organizations while navigating competing priorities.
- **Relationship Management:** The ability to build connections across diverse teams, manage difficult conversations with clients and stakeholders, and maintain long-term business relationships.
- Change & Resilience: Professionals who help teams navigate transitions while maintaining composure under pressure and preserving morale and productivity.
- **Communication & Collaboration:** Skills in active listening, reading non-verbal cues, facilitating productive discussions, and creating psychological safety where all voices are heard.
- **Self-Awareness & Development:** Someone who recognizes their own strengths and triggers, seeks continuous feedback, and helps others grow through coaching and meaningful development conversations.
- **Strategic Thinking:** Understanding that business success requires managing both technical execution and human dynamics to drive innovation through diverse perspectives.



Master Self-Management



Practice the STOP technique: Stop, Take a breath, Observe, Proceed

Enhance Social Awareness



Observe body language and engagement levels in meetings

Develop Relationship Management



Build coalitions by finding common ground



THE EQ FACTOR, CONTINUED

STRATEGIC EQ DEVELOPMENT PLAN

So, how can you gauge and grow your EQ?

Build Self-Awareness

- Track emotional triggers and responses in a work journal for two weeks.
- Collect 360-degree feedback from colleagues at different levels.
- Ask trusted colleagues: "How do I come across in high-pressure situations?"

Master Self-Management

- Practice the STOP technique: Stop, Take a breath, Observe, Proceed.
- Set intentions before important meetings and conversations.
- Use the "24-hour rule" for emotionally charged communications.

Enhance Social Awareness

- Observe body language and engagement levels in meetings.
- · Identify real influencers beyond formal titles.
- Research stakeholders' priorities before key interactions.

Develop Relationship Management

- Understand others' motivations before pitching ideas.
- Present solutions in terms of benefits to the listener.
- Build coalitions by finding common ground across departments.

Evaluate your growth by asking:

- Are senior leaders seeking your input on important decisions?
- Do people from other departments reach out for collaboration or advice?
- Have you successfully influenced a decision or outcome recently?
- · Are you handling workplace conflicts more effectively?
- Do you feel more confident in high-stakes professional situations?
- · Has your network expanded with quality professional relationships?

WHERE TO START

Emotional intelligence isn't fixed or necessarily innate. It's a skill you can develop throughout your career. Start by practicing self-reflection after challenging interactions. What emotions did you experience? How did they influence your behavior? What might you do differently next time?

Remember, emotional intelligence isn't about being perpetually positive or avoiding all conflict. It's about responding thoughtfully, rather than reactively, and helping to create work environments where everyone can do their best work.

Focus on one EQ skill this week. Ultimately, our careers depend on the relationships we build and the trust we establish along the way. Investing in your emotional intelligence isn't just good for your career; it's good for everyone around you.

REFERENCES

[1] Emotional Intelligence and Leadership Effectiveness: Bringing Out the Best, Center for Creative Leadership

RESOURCES

"Emotional Intelligence" by Daniel Goleman

LEADx Free EQ Assessment

UC Berkeley's "The Science of Happiness"

Coursera Emotional Intelligence Specializations

"Optimal" by Daniel Goleman & Cary Cherniss

by Jacqueline Peros

AGELESS ADVANTAGE: TURNING EXPERIENCE INTO YOUR CAREER EDGE

Harness your experience, adapt your approach, and thrive in younger environments without losing your edge.

As 2025 winds down, many professionals find themselves reflecting on progress made and what's next. For those of us in Generation X or the Baby Boomer generation, this reflection often intersects with another truth: we're no longer the youngest in the room. Yet, instead of downplaying age, it's time to celebrate it — and position it as a powerful element of your personal brand.

Your age isn't a liability; it's an asset. Decades of experience mean you've navigated market shifts, organizational changes, and evolving workplace cultures. This resilience translates into wisdom, which is an increasingly rare currency in a fast-moving world. When you showcase your knowledge not only as "what you know" but also as "how you've adapted and applied it," you demonstrate a level of agility and depth that younger colleagues may still be building.

Of course, managing generational dynamics requires nuance. In a workplace that prizes speed, innovation, and disruption, leaning too heavily on "how things used to be done" can dilute your influence. Instead, frame your insights in forward-looking terms. Share lessons learned as your springboards for innovation, not as anchors to the past. Pair your credibility with curiosity: ask questions, invite collaboration, and show a willingness to evolve alongside your peers.

Equally important is recognizing when it's time to adjust your approach. If you find your input is overlooked or conversations are passing you by, it's a signal to reframe your value proposition. Highlight adaptability as much as expertise. Invest in staying current, whether that means technology fluency, industry trends, or communication styles. Remember: progress is about meeting the moment, not relying solely on what brought you here.

In younger environments, positioning yourself as both mentor and collaborator creates balance. Share knowledge generously, but also seek input from others. This dual role (teacher and learner) signals confidence without rigidity. It shows that age has given you perspective, not limits.

As you look at the months ahead, think of your age not as a number, but as a brand differentiator. It reflects lived experience, resilience, and perspective that can accelerate both your progress and the progress of those around you. Celebrate it, leverage it, and adapt it, because the second half of 2025 is waiting for you to show up with your full, established self.



AGELESS ADVANTAGE, CONTINUED

Case Study: A Branding Strategy for Leading with Experience

Recently, I worked with a woman in tech who was in her mid-40s and felt "older" than most of her peers. Instead of viewing age as a disadvantage, we reframed it as an advantage: her experience, perspective, and credibility that others in the room hadn't yet earned. Her strategy boiled down to four key steps:

1. Model What Works

Rather than reinventing the wheel, she studied women leaders with bold, authentic brands she admired and identified what resonated with her. By aligning her strengths with theirs, she could project confidence and clarity in her own unique way.

2. Lead with Consistency

Her digital presence originally highlighted only what she did, not who she was. We reworked her profiles to include her passion for driving technologies that change lives. This gave her brand emotional weight and ensured her offline presence matched her online reputation.

3. Engage Across Generations

She joined initiatives that supported women in tech, mentored younger colleagues, and stepped into speaking opportunities. This positioned her as both a role model and a collaborator — showing that her experience made her relatable, not rigid.

4. Design a "Digital Dress Code™"

Every communication — from social posts to speaking engagements — was shaped to reflect her core brand attributes: bold, polished, and visionary. Even her visual presence (wardrobe, imagery, and body language) became an intentional extension of her brand.

[Trademark: JMP Branding, LLP]

This approach didn't just help her feel relevant in a younger environment; it elevated her as a leader who embodied adaptability and authority. The lesson is clear: your age doesn't define you, but how you position and project your experience does.



Special Feature

by Elyse Pipitone

POSITIONING YOURSELF FOR 2026 SUCCESS: CREATING A YEAR-IN-REVIEW

Hard to believe, 2026 is almost here. How can you maximize these last few months of the calendar year and position yourself for a successful year ahead? One way is to develop a Year-in-Review. This is a document that serves as an overview of your achievements and challenges in 2025, as well as goals you've accomplished...and those you haven't yet met.

While this self-reflection document is for your eyes only, you can adapt it for use in job interviews, performance reviews, and negotiation meetings with your manager. It can also serve as a complement to your Brag File: a digital folder or physical binder tracking your accomplishments and impact. (A career brag file can be a handy tool for staying proactive in case of an unexpected layoff or other work transition, providing handy metrics for updating your resume or having networking conversations.)

Before strategizing for the future, it's important to take stock of where you've been and what you've done. A Year-in-Review can help you identify your areas of progress, learning, and resilience, including setbacks and pivots you've experienced, and steps you've taken to adapt. Most importantly, the document can help provide clarity on what worked and what didn't, so you can determine what to focus on in 2026.

Following is a framework you can follow.

THE REFLECTION PROCESS

These questions can serve as a jumping-off point for reflecting on this past year:

Celebrating Your Progress

- List three things you accomplished in 2025 that moved your career or job search forward.
- What are the top professional or personal milestones from 2025 you are most proud of?
- What's one "small win" you might have overlooked at the time, but now realize mattered?

Leveraging Your Learning

- What new skill, tool, or knowledge did you develop this year that you didn't have last year?
- What new personal or professional connections did you make that resulted in fresh insights, viewpoints, and opportunities?

Recognizing Your Resilience

- Of the challenges, rejections, or pivots you experienced this year, which ones helped you grow?
- · Which ones led to new discoveries about yourself?
- Name a situation where your own level of persistence, creativity, or courage actually impressed you.



Special Feature POSITIONING YOURSELF FOR 2026 SUCCESS, CONTINUED

SETTING THE STAGE FOR 2026

Here are some writing prompts to consider as you plan for the year ahead.

- Looking back on your reflections, identify the goals that you want to continue working toward in 2026.
- Create at least one new goal based on lessons you learned or successes you experienced in 2025.
- Identify goals that are no longer relevant or will no longer serve you in the year ahead.
- Complete one of these sentences: "Here's how 2025 shaped me, and here's how I'm carrying that forward," or "2026 will be the year I..."

Creating a Year-in-Review is a great way to take stock of your accomplishments and outcomes, while also identifying areas of improvement and goals not yet met. It's a document that can serve as a celebration of the past year while offering motivation to keep growing and improving for the year to come.

CAREER EXPERTS GROUP RESOURCES

"Your Career > Your Future" Newsletter Articles:

- Building a Brag File: Keeping Track of Your Achievements
- The Best of Manifesting and Mapping: Strategic Goal Mapping With Positive Mindset Integration
- Owning Your Achievements: It's Sharing Facts, not Bragging
- Speaking up for Your Value: Negotiating Salary, Promotions, and More
- The Adaptive Edge: Reimagining Your Professional Journey Through Personal Branding
- Navigating Career Setbacks: When You Don't Get the Promotion





ASK THE EXPERTS

I keep hearing conflicting information about what my resume should look like? What are the current best practices? - Sandra S.

What Should Your Resume Look Like in 2025? Clearing Up the Confusion

Resume guidelines evolve quickly, and staying current is key. Here's what works in 2025:

Length: One Page vs. Two

- One page often works well for early-career professionals or those with limited, focused experience.
- Two pages are standard and widely accepted for mid- and senior-level professionals who have a breadth of relevant roles and accomplishments.
- Regardless of length, prioritize recent and relevant experience, typically from the last 10-15 years. Experience older than that can be included under a separate heading, such as "Early Career Highlights," without dates, and only if it is relevant and adds value to the roles you are pursuing now.

Layout: One Column vs. Two

- A single-column format is preferred for compatibility with Applicant Tracking Systems (ATS).
- Two-column layouts may look appealing, but sometimes cause parsing errors. If using two columns, test it carefully in an ATS simulator. Above all, keep the design clean and easily readable.

File Format: Word vs. Google Docs vs. Canva

- A Word document (.docx), or a clean PDF generated from Word or Google Docs, is the most reliable format.
- While you can create a resume in Google Docs, you must convert it to a Word document or PDF (by using the "download" command) in order to upload it to an online application or an email.
- Avoid Canva or other design-heavy templates when applying through online systems, as they often convert text into images or use complex formatting that ATS software cannot read — even when saved as a PDF. If you do use Canva, ensure that the PDF is truly text-based and avoid templates with graphics, icons, or multiple text boxes to avoid confusing ATS parsing.

Fonts, Margins, Spacing, and Style

- Choose clean, professional fonts like Calibri, Arial, or Georgia in 10 to 12 point size, and keep font usage consistent throughout the document.
- Use ample white space to prevent the resume from appearing cluttered.
- Ensure that your margins are the same on all sides (top, bottom, right, and left). Standard 1-inch margins are widely accepted and provide a clean, professional look, but slightly smaller margins (0.7 to 0.8 inches) may be more appropriate depending on your content and field. Avoid margins narrower than 0.5 inches.
- Never break a job entry across pages. Always fit the entire job section on one page. Adjust font size, margins, or spacing so that a job listing doesn't get cut off and continue on a second page.
- Ensure formatting consistency, especially with dates, spacing, and section headers.
- Use **bold text** for job titles and section headings. You can consider using bold text to call out quantifiable accomplishments (i.e. "Slashed capital expenses 47% by implementing a fully automated..."), but do so sparingly to preserve clarity and professionalism.
- Frontload quantifiable information at the beginning of the bullet, as people tend to skim bullet content after about the fifth word.
- Avoid graphics, tables, or photos, unless explicitly requested by the employer.

What my resume should look like, continued

Guidelines for Mobile-Friendly and AI-Optimized Documents

Many hiring managers review resumes on mobile devices. Make yours are easy to skim by using:

- Clear section headings
- Large enough font size
- Bullet points
- Strategic white space

Tailoring Is Non-Negotiable

Customization remains the single most important factor. Use keywords from the job description, emphasize relevant achievements, and adapt your resume for each role. Generic or AI-generated resumes are easy to spot — and easier to ignore.

Bottom Line

In today's competitive job market, a successful resume must be:

- Visually clean and professionally presented to make a strong first impression.
- Concise yet comprehensive, highlighting your most relevant and impressive achievements.
- Optimized for Applicant Tracking Systems and mobile devices to increase the chances of correct parsing and review.
- Tailored specifically to each job, demonstrating that you understand and meet the employer's needs.

CAREER EXPERTS GROUP RESOURCES

"Your Career > Your Future" Newsletter Articles:

- 5 Tips for Writing a Winning Resume & Samples of Best Practices
- Writing Resumes for ATS and the Human Eye
- Your Resume's First Impression
- Should You Use Artificial Intelligence (AI) Tools to Write a Resume and Cover Letter? Do's and Don'ts
- Mastering Aesthetics, Content, and a Consistent Voice to Craft a Standout Resume
- Navigating the Pitfalls and Opportunities of Using AI Tools to Write a Resume

"Your Career > Your Future" Newsletter "Ask the Experts":

- I keep hearing conflicting information about using white text on a resume. What is the truth?
- What is the parallel structure, and why is it important when it comes to writing my resume?

YouTube Videos:

- Writing an Executive Board Resume
- Writing a Technical Resume
- Writing a Non-Profit Resume
- Which Would Impress a Recruiter or Hiring Manager More: ChatGPT-Written Resume or Career Service Provider-Written Resume?

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CHECK OUT A SAMPLING OF OUR GREAT INFORMATIONAL AND INSTRUCTIONAL VIDEOS AND PODCASTS.

SUBSCRIBE TO OUR YOUTUBE CHANNEL SO YOU NEVER MISS OUT!



Jeanne Stoner, Career Experts Group Member Certified Resume and LI Storyteller





AUGUST 2025 NEWSLETTER PODCAST

Purpose in Progress: Celebrating Small Wins & Building Big Futures



SEPTEMBER 2025
NEWSLETTER PODCAST

Make It Happen: Reclaiming Control of Your Career Journey

CHECK OUT A SAMPLING OF OUR INFORMATIVE RESOURCE DOCUMENTS.









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NEWSLETTER CONTRIBUTING
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Alone we are Unstoppable.

Together we are A Powerhouse!

Stay tuned for our November 2025 Edition, "Gratitude, Growth & Grit: Navigating Today's Career Landscape"