



www.inspirecareers.com

Cathy Lanzalaco

SPEAKER, PODCASTER
& CAREER COACH

MEDIA KIT

About Cathy

Speaker, Blogger, Podcast Host, Award-Winning Resume Writer,
Executive Career & Interview Coach, Job Search
Strategist, LinkedIn Expert

Cathy Lanzalaco is a career coach to some of the highest-level executives in the country. She is sought after for her ability to translate professional career stories with skill, authenticity, and integrity, and help her clients get results quickly.

She has been quoted and featured in numerous media outlets including Forbes, Moneygeek, Zippia, LinkedIn News, Buffalo Business First, and The Wellness Society, among many others. She is the host of the Inspire Careers Spotlight on Careers video podcast series and is an expert blogger for Career Directors International.

A frequently requested podcast guest, she has appeared as an expert resource on several news broadcasts and special features. Well-networked, energetic, and willing to travel anywhere in the country for the perfect tuna melt or destination run, she will engage your audience and leave them wanting more.

Cathy has spoken to women's networking and entrepreneurial membership groups, to groups of high school and college students, and on national stages before hundreds of her peers in the career services industry. She is the president-elect of the National Résumé Writers' Association and the board of the Buffalo Niagara Human Resources Association.



Uplifting, motivating and engaging, Cathy is a frequently requested speaker and is ideal for keynotes, networking events, and on-site employee education sessions. Download my media kit and learn more about the value I will bring your organization.

Speaking Engagements

CAREER NAVIGATION • LINKEDIN • HR • CAREER SUCCESS FOR WOMEN • GRADUATE JOB SEARCH

A few of Cathy's speaking engagements...



Cathy's dynamic and engaging presentations motivate and empower people to create the careers and lives they've been dreaming of. Speaking supports the mission of Inspire Careers, which is to inspire, illuminate, and ignite the success of our clients; however they define that success.

As an experienced speaker, she draws people out of their own heads and find the courage to go for what they want. From Buffalo, NY to Orlando, FL, her speaking engagements fill up quickly. Cathy would love to speak at your upcoming event!

*Informative, actionable, and inspiring!
Cathy is a top-rate speaker!*

From podcast creator and host to podcast guest, television interviews, in-person, virtual events, and keynotes, other topics Cathy speaks about include:

- ✓ Creating Positive Experiences for Employees and Employers
- ✓ Being Barbie in a World Full of Kens: Harnessing Femininity as Your Superpower
- ✓ HR Cares for Everyone. Who Cares for HR?
- ✓ Navigating Your Career Path During Times Of Uncertainty
- ✓ Attract, Not Chase the Job You Want
- ✓ Get Out of Your Own Way, and Get What You Want
- ✓ Winning Workplace Strategies for Women
- ✓ And more...let's create one that is right for your organization!

Speaking Engagements

CAREER NAVIGATION • LINKEDIN • HR • CAREER SUCCESS
FOR WOMEN • GRADUATE JOB SEARCH

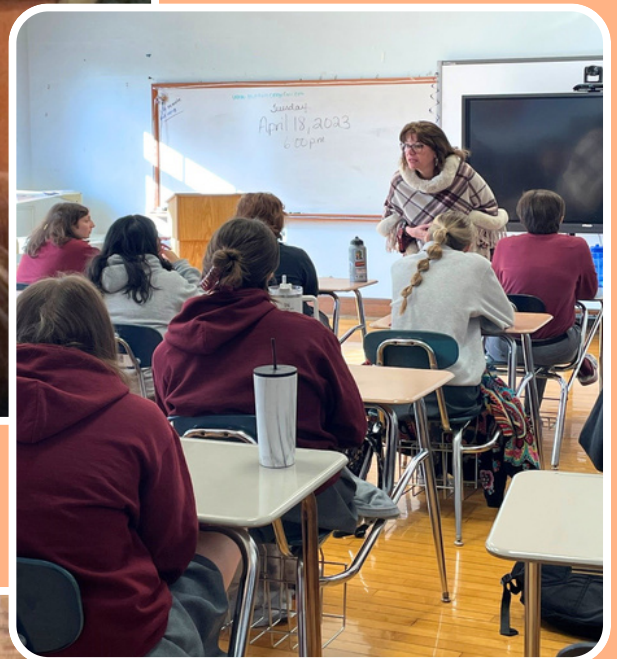
Suggested Questions:

- ✓ What Holds People Back From Achieving Greater Career Success?
- ✓ How Can I Find A New Job When I Already Work Full-Time?
- ✓ What Do I Want To Be When I Grow Up?
- ✓ When Is The Right Time To Launch My Side Hustle?
- ✓ I want More From Life, But Where Do I Start?

Customize a topic to your
unique audience!



*Cathy's presentation was fabulous.
Tons of actionable information and examples.*



*One of the most impactful sessions
from this year's conference for sure!*

Credentials



Certified Professional Resume Writer (CPRW)



Certified Professional Career Coach (CPCC)



Certified Empowerment & Motivational Professional (CEMP)



Senior Certified Professional (SHRM-SCP)



Certified DISCstyles™ Communication Consultant (CDCC)



Certified Strong Interest Inventory® and MBTI®

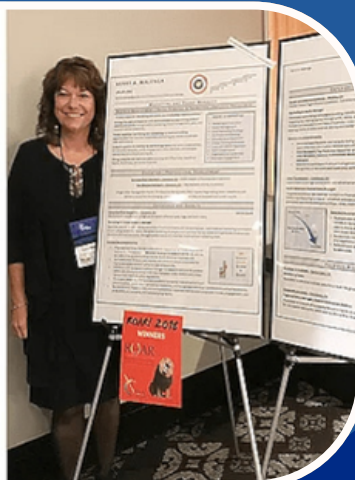


Nationally Certified Online Profile Expert (NCOPE)

Award-Winning Resume Writer



Recognizing Outstanding Achievement in Résumés
The National Résumé Writers' Association



Award Winner
2022 CATEGORY: PROFESSIONAL

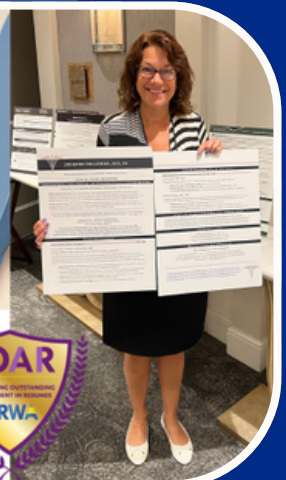
CATHLEEN LANZALACO, NCOPE, CPRW

In Recognition of Your Outstanding Achievement in Résumés

Presented by
The National Résumé Writers' Association

Sara C. Timm
Sara C. Timm, NRWA, NCOPE
President, 2022

2022 Award for Outstanding PROFESSIONAL RESUME



Based upon demonstrated attainment of the highest standards and qualifications within the resume writing industry, the Executive Director of the Professional Association of Resume Writers & Career Coaches, on the recommendation of the Certification Board, and by the virtue of the authority vested in them, has conferred upon

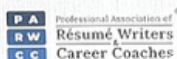
Cathy Lanzalaco

The Right to be recognized as the winner of:
Recent College Graduate Résumé

Given at St. Petersburg, Florida this Wednesday, April 27, 2022



Margaret Phares
Margaret Phares, Executive Director



Featured In and On



Television Appearances



Inspire Careers hosting event to help first-time job seekers get noticed



How to find a job as a recent college graduate during the COVID-19 pandemic



Teacher Appreciation Day



Buffalo career coach offers advice for job seekers

Podcasts

THE VALUE CATHY BRINGS TO YOUR AUDIENCE

- ✓ Inspiration
- ✓ Motivation
- ✓ Authenticity
- ✓ Instruction
- ✓ Entertainment
- ✓ Influence
- ✓ Humor
- ✓ Energy
- ✓ Encouragement

A few of Cathy's podcasts...



Cathy's ability to skillfully engage audiences and provide industry leading ideas, best practices, and techniques make her the perfect choice for a keynote speaker to inspire career development success.

- Nick Koziol, Host of the That Sounds Terrific Podcast



Client Testimonials

Cathy recently presented as a keynote speaker for a symposium that I put together to benefit the Alzheimer's Association called "Inspire Career Success By Building a Confident Mindset." Cathy was the first person I thought of when I had the idea. She produced an extremely well thought out presentation that was both informative and interactive. She gave clear examples and stories around what skills to focus on building up for career success and how to exude confidence in the workplace. Her excitement to support and help others in developing their career was very evident in how she interacted with the attendees. She provided a great balance of visuals, talking points, and opportunities for questions all within the time allotted. Cathy also stayed involved in the conversation for the rest of the symposium by supporting the other speakers and guests with great observations and follow-up questions. Cathy's ability to skillfully engage audiences and provide industry leading ideas, best practices, and techniques make her the perfect choice for a keynote speaker to inspire career development success.

- Nick Koziol, Business Science Engagement Manager, Master Connector, and Host of the That Sounds Terrific Podcast

Cathy did a series of webinars for Webinar Wednesdays, a program run by the UB Office of Alumni Engagement. Our alumni enjoyed her presentations immensely and more and more came with each installment of her series. Comments included.....practical advice I can immediately put to use, explained so much, so succinctly, presenter's style kept me entertained while educating. Everyone loves her webinars and the recording watches show that. Working with Cathy was smooth, professional and simply put, wonderful! She is a wonderful presenter and would be an asset to anyone looking to work with her.

- Joy Wrona, Engagement Assistant, Alumni Lifelong Learning, UB Office of Alumni Engagement

Cathy is an award-winning résumé provider and respected member of the Professional Association of Résumé Writers and Career Coaches. She provided our membership with a fantastic presentation on working with students and recent graduates to create effective and impactful career documents. I have enormous respect for her commitment to working with graduates with professionalism and skills!

- Margaret Phares, Executive Director, Professional Association of Résumé Writers and Career Coaches

Client Testimonials

You really knocked it out of the park! From the time I first met you at the 2018 NRWA Conference and viewed your winning ROAR résumé, you have impressed me with your professionalism, skills, and expertise. Last year you shared your information about working with college students/new grads and blew me away. Now you shared the same level of expertise, but about the opposite end of the career spectrum. Your webinar was nicely organized, packed full of information, and very engaging.

- Norine Dagliano, NRWA Board Member, Trainer, and Conference Presenter

Cathy Lanzalaco is wonderful to work with. She is an exceptional career coach, résumé writer and presenter. I partnered with Cathy to put on a career-focused workshop through MassMutual New York State's learning platform, The Establishment. Cathy exceeded my expectations with the content she delivered. The class attendees were engaged throughout the entire presentation and some even rated it as the best class they have attended. Cathy's enthusiasm and passion for what she does is very inspiring. She is insightful and has an abundance of knowledge to help those looking for solutions related to their career.

- Marissa Dinello, Former Marketing Coordinator at MassMutual Insurance

Thank you so much for the excellent webinar. The number of attendees, beautifully professional PowerPoint slide deck, audience engagement, your clear, thorough responses to audience questions and numerous kudos indicated that you provided exactly what the audience needed.

- Jean Austin, NRWA Education Chair

Cathy presented on career transitions, and offered tips for employers and employees. Cathy's presentation was dynamic. She included humor, dialogue, and shared her own experiences and vulnerabilities throughout the presentation - making it incredibly relatable to our audience. Cathy's presentation was engaging and she encouraged feedback and discussion throughout. It was wonderful to see our audience smiling, laughing, and nodding along as she provided practical tips for overcoming the sometimes difficult nuances of career transitions. I have received very positive feedback from our attendees and we would be happy to work with Cathy again and recommend her to any organization looking for a dynamic speaker, facilitator, and resource.

- AnneMarie Haumesser, Assistant Vice President for Advancement at Canisius College

I've reinvented my career three times. Life is too short to do just one thing. Exploration is the key to fulfilled living.

- Cathy



LinkedIn
Resume &
Job Search
Expert



Cathy's Story

When Cathy graduated from nursing school in 1984, she never anticipated that she would be an entrepreneur running a thriving coaching business one day. Now she speaks to other nurse entrepreneurs about how to grow their businesses. Cathy loved nursing and did not intend to leave the profession, but said yes to one opportunity after the other that presented itself, and over the past twenty-five years, has reinvented her career three times.

Her career journey took her from nursing to human resources. Returning to school for an MBA and obtaining industry certifications, Cathy built a successful career as an HR leader and ran a department until the business closed in 2016. While that was not the first time her position was eliminated, it was the one that would change the trajectory of her career.

When that job went away, Cathy took another one and was fired after just three months. A single mother with three teenage children, she felt she could not wait for her next great job to come along, so she created her next great job myself; and that's how Write-Résumé-For-The-Job was born in 2017.

Early in 2018, Cathy took another HR job at a local university to provide her with a steady income and benefits while growing her business and meeting with clients in the evenings and on weekends. It was grueling.

Within the year, the business had grown to where she was working two full-time jobs and she had to make the decision to stay at her HR job or take a leap of faith and venture out on her own. Not only did Cathy leave her day job, but left four years of full tuition on the table as her daughter was an incoming freshman at that university. Leaving the job was not nearly as nerve-wracking as leaving the tuition benefit. Her daughter got scholarships and student loans to fill the gap and learned that she was capable of relying on her ambition and creativity as well, #girlpower.

A few months after leaving that job, Cathy purchased Inspire Careers, rebranded her original business, and has worked under the Inspire Careers banner ever since. In less than five years, she has supported the career advancement of professionals and executives from some of the world's most high-profile companies and has created the only new college graduate success program of its type in the country, the Inspire Careers Student Professional Launch Program™.



Connect



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@cathylanzalaco



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CATHY LANZALACO

MBA, CPRW, CPCC, CEO, RN



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Hire Cathy for an Inspired Speaking Engagement!



Let's work together to excite, entertain, and inspire your group to greater personal and professional success.

Reach out and let's explore the possibilities.

Fun Facts



- Her first foray into entrepreneurship was a cake decorating business, Cathy's Creative Cakes
- Her business hero is Barbara Corcoran
- She collects playing cards from every place she travels
- She's obsessed with used bookstores and 50s diners
- She has a 1978 Rock-Ola jukebox in her living room
- She has a motorcycle license, but doesn't ride
- Her top bucket list item is to attend the Kentucky Derby
- Her guilty pleasure is anything Harry Styles

