



SHARON GRAHAM | EXECUTIVE DIRECTOR | CAREER PROFESSIONALS OF CANADA

Sharon Graham is Canada's Career Strategist, executive director of Career Professionals of Canada (CPC) and Certified Career Development Professional (CCDP). Trustworthy leader, key influencer and subject matter expert in the areas of résumé, interview, employment and career strategy. Advocate for quality, ethics and integrity, setting the standard for excellence in the profession.

Authored several critically acclaimed publications. Pioneered and established national professional development programs for practitioners. Architected, developed curriculum, and facilitated nationally recognized certificate courses. Designed, promoted and instituted standards, guidelines, competencies, certification and training within the Canadian career development profession.

CAREERPROCANADA.CA | CAREERPROCOURSE.CA | CAREERCOMPETENCE.CA | SHARONGRAHAM.CA

KEY PERFORMANCE INDICATORS

Industry Leader & Mentor

- Founded, built, and led the Career Professionals of Canada (CPC) national association
- Steered the Canadian Council for Career Development (3CD) as executive and board member
- Updated the Canadian Standards and Guidelines for Career Development Practitioners (S&Gs)
- Contributed to the Canadian Career Development Foundation (CCDF) CDP Competence Project Team
- Supported the development of Ontario's Certified Career Development Professionals (CCDP) program
- Led foremost Canadian executive career services firm Graham Management Group (GMG)

Top Selling Author

- Best Canadian Résumés | Paperback | 4th Edition
- Best Canadian Cover Letters | Paperback | 3rd Edition
- The Canadian Résumé Strategist | Certified Résumé Strategist (CRS) Study Guide | 7th Edition
- The Canadian Interview Strategist | Certified Interview Strategist (CIS) Study Guide | 5th Edition
- The Canadian Employment Strategist | Certified Employment Strategist (CES) Study Guide | 2nd Edition
- The Canadian Career Strategist | Certified Career Strategist (CCS) Study Guide | 5th Edition

National Certification Developer

- Certified Résumé Strategist (CRS) | Master Certified Résumé Strategist (MCRS)
- Certified Interview Strategist (CIS) | Master Certified Interview Strategist (MCIS)
- Certified Employment Strategist (CES) | Master Certified Employment Strategist (MCES)
- Certified Résumé Strategist (CRS) | Master Certified Career Strategist (MCCS)

Career Development Practitioner (CDP) Certificate Program Developer

- CDP-01 | Career Development Ethics & Standards Certificate Course | 20 hours (2 weeks)
- CDP-02 | Career Development Theory, Models & Practices Certificate Course | 40 hours (4 weeks)
- CDP-03 | Employment Interview Coaching Certificate Course | 50 hours (5 weeks)
- CDP-04 | Career Transition Consulting Certificate Course | 50 hours (5 weeks)
- CDP-05 | Advanced Résumé Development Certificate Course | 50 hours (5 weeks)

Résumé Optimization for Applicant Tracking Systems, Search Engines and Social Media Program Designer

- RES-01 | Real-World Résumé Strategy Certificate Course | 20 hours (2 weeks)
- RES-02 | Technology Optimized Résumés Certificate Course | 20 hours (2 weeks)

Multiple Award Recipient

- The STU CONGER AWARD for leadership in Career Counselling and Career Development in Canada
- The LEADERSHIP RECOGNITION AWARD from members of Career Professionals of Canada
- The BRIDGE AWARD for connecting career professionals across sectors and regions



EMPLOYMENT HISTORY | CAREER CHRONOLOGY

Career Professionals of Canada (CPC), www.CareerProCanada.ca

2004 – present

Professional development and social networking association for career practitioners. CPC's mission is to inspire practitioners in private, non-for-profit, government and academic institutions across Canada by providing the support and tools they need to advance their career, business and professional development goals. CPC is solely volunteer based with an active subscriber base of 2000 practitioners and 300 active members.

Founder & Executive Director

Conceived and instituted CPC, setting a national benchmark for quality service and the highest ethical standards. Key focus includes promoting ethics and expertise within the field; raising the capabilities, profile and visibility of members; helping members develop meaningful professional relationships; encouraging members to advance their career service goals; and giving back to the Canadian career community and labour market.

- ➔ **Designed** and instituted a national *Certification Program*, which validates practitioners' expertise; the CRS is now the industry standard, leading to a broader program with seven more certifications.
- ➔ **Developed** a wide range of courses; designed curriculum and facilitated numerous presentations, workshops and tele-classes to hundreds of practitioners across the nation.
- ➔ **Conceived** and championed a *Canadian Awards of Excellence Program*, ensuring that peers in the career development field recognize those who demonstrate outstanding levels of quality.
- ➔ **Researched** and established various practical application paradigms and models including *Value Proposition* and *CareerPreneurialism*.
- ➔ **Authored** *Best Canadian Résumés* and *Best Canadian Cover Letters*, the first-ever, all-Canadian résumé series; these top-sellers have become a guide, resource and tool for practitioners.
- ➔ **Developed** and deployed an online *Career Development Practitioner (CDP) Certificate Program*; this facilitated, 200-hour distance education program is custom-designed for adult learners.
- ➔ **Created** a blended-delivery online training program and secured approval for mandatory *Ethics and Theory* courses leading to the provincial Certified Career Development Practitioner (CCDP.)
- ➔ **Architected** and developed curriculum for a series of leading-edge courses on Technology Optimized Résumés for Applicant Tracking Systems (ATS), social media and Search Engine Optimization (SEO).
- ➔ **Initiated** and facilitated a formal peer-to-peer mentorship program, *CPC's Mastermind Mentoring Groups* enabling practitioners to develop lasting, supportive professional relationships.
- ➔ **Conceived** and designed the *Career Competence* self-assessment and professional development planning tool, built on *The Canadian Standards and Guidelines for Career Development Practitioners (S&Gs)*.
- ➔ **Created** various nationwide community building and social networking support systems including *The Career Club* online forum, *Tele-networking Program* and online real-time *Chat Program*.
- ➔ **Pioneered** *CAREERPRO* Virtual Career Development Conference, an innovative online platform to support practitioners across Canada serving the profession.
- ➔ **Created** a wide variety of leading-edge social media marketing, online technology and social networking programs including videos, polls, surveys, *CPC's LinkedIn Group* and *CPC's Facebook Group*.
- ➔ **Established** a *Job board* posting service career service providers to post full-time, part-time, seasonal, contract, internship and volunteer opportunities free of charge.
- ➔ **Designed** and implemented *Career Connections*, a career development e-newsletter, which has expanded to reach 2000 registered subscribers in all provinces and territories.
- ➔ **Directed** the 2017 revision of *The Canadian Standards and Guidelines for Career Development Practitioners (S&Gs)*.
- ➔ **Connected** practitioners to job seekers through presentations and assessments at various career venues; including the *National Job Fair and Training Expo* with over 10,000 in annual attendance.
- ➔ **Wrote** competencies and acted as national technology lead for the *Canada's Sectoral Initiative Program for its Supporting Canadians to Navigate Learning and Work (CDP Competence)* project.
- ➔ **Took** the lead as company spokesperson, created alliances and performed public relations and marketing that continuously raised CPC's exposure, membership and credibility across Canada.



EMPLOYMENT HISTORY | CAREER CHRONOLOGY

Graham Management Group (GMG), www.GrahamManagement.com 2000 – 2012

Boutique firm specializing in career transition solutions for executives, managers and senior-level professionals, and acknowledged for excellence and innovation in résumé, interview and career strategy. GMG consultants are based in branch locations across the nation and provide service to a client base both in Canada and internationally.

Owner, President & Principal Consultant

Led and managed the full scope of résumé writing, career transition consulting, outplacement and outsourced human resource services. Delivered strategic résumé writing, personal branding, interview role-play and career development services. Client list included industry leaders in technology, telecommunications, government, manufacturing, pharmaceutical, hospitality and retail sectors.

- ➔ **Built** organization from the ground up; single-handedly performed all general management, sales, marketing and development to create a uniquely Canadian, virtual, career transition service.
- ➔ **Handpicked** and fully trained seven industry-leading résumé writers and career consultants, producing an unparalleled team supporting hundreds of six-figure leaders across Canada and around the globe.
- ➔ **Launched** *Career Innovations*, an e-newsletter supporting a registered subscriber base of over 6000 executives, managers and \$100k+ professionals.
- ➔ **Supported** six-figure job seekers through a wide range of support systems; provided hundreds of articles and resources and over 2500 complimentary résumé assessments in two years alone.
- ➔ **Provided** outplacement solutions to a broad range of organizations in the private, public and not-for-profit sectors.
- ➔ **Instituted** comprehensive salary compensation strategies and established various legislated programs, including *Pay Equity*, reflecting federal and provincial standards.
- ➔ **Facilitated** a large-scale acquisition for *Xerox Canada*; successfully downsized the existing organization and transitioned employees, facilities, assets and procedures to the acquiring company.
- ➔ **Designed** and rolled out *Career Inspirations*, an innovative monthly on-line podcast radio show, supporting six-figure job seekers.

Tektronix Inc. (acquired by Xerox Corporation) 1998-1999

National Service Director

- ➔ Oversaw the service division and facilitated the Canadian portion of a \$2 billion acquisition, transition and integration of employees from Tektronix to Xerox Canada.

The Agency Manager (division of Applied Systems) 1997-1998

Director, Operations and Human Resources

- ➔ Provided leadership to the human resources, administration, marketing and distribution areas for a profitable \$13 million Canadian division of the U.S. based technical solutions provider.

Sharp Electronics of Canada 1990-1997

National Manager of Planning and Administration

- ➔ Led the Canadian service administration and information systems areas of this multi-billion dollar manufacturer of electronics and business products.





SPEAKING ENGAGEMENTS (SHORTLIST)

- ➔ CANNEXUS 20, Building Our Competency Framework and Certification Program Together, January 2020
- ➔ NBCDA Conference, Professional Standards: New Competency Framework, November 2019
- ➔ NBCDA Conference, Optimizing Résumés: Extinguishing Myths and Misconceptions, November 2019
- ➔ CPC Conference Centre, Strategic Résumé Development - Workshop for Practitioners, June 2019
- ➔ Eastern Region Employment Ontario Conference, Real World Résumé Strategy, April 2018
- ➔ HALTON and Peel Region Professional Development Day, Real World Résumé Strategy, March 2018
- ➔ CANNEXUS 18 Pre-Conference Workshop, Real World Résumé Strategy, January 2018
- ➔ Opportunities Conference, Advanced Résumé Strategy Presentation, April 2008
- ➔ Microskills Canada, CRS Certification Program, April 2008
- ➔ HALTON Region, Contemporary Résumé Design Workshop, December 2007
- ➔ YES Montreal Conference, Branding Your Client (Value Proposition Theory), November 2007
- ➔ COSTI Professional Development Retreat, Advanced Résumé Strategy Workshop, November 2007
- ➔ Opportunities Conference, Branding Your Client Presentation, April 2007
- ➔ Seneca College, CRS Certification Program, April 2007
- ➔ Microskills Canada, Real World Résumé Strategy Tele-Program, March 2007
- ➔ Peel Region, Advanced Résumé Strategy Workshop, October 2006
- ➔ HALTON Region, Advanced Résumé Strategy Workshop, June 2006
- ➔ CANNEXUS Conference, Career Professionals' Annual Meet-Up (co-facilitated), Annually since 2015
- ➔ Creating a Profitable Résumé Business Tele-class, Annually since 2004
- ➔ Strategic Résumé Writing Tele-class Series, Annually since 2004

MEDIA INTERVIEWS (SHORTLIST)

- ➔ Report on Business Magazine, How to Know When You're Not Wanted, February 2010
- ➔ The Globe and Mail, Seven Strategies to Boost Your Career Opportunities, January 2010
- ➔ The Globe and Mail, How to Shine Again, After a Year of Gloom, September 2009
- ➔ The Globe and Mail, Summertime and the Job Hunting is Crucial, July 2009
- ➔ The Gazette, With the Recession Layoffs, Executives are Struggling, February 2009
- ➔ The Globe and Mail, Job-Hunting 101: A Guide for the New Realities, February 2009
- ➔ The Globe and Mail, Career Horizon Bright for 2008, January 2008
- ➔ The Globe and Mail, Outlook'07 -- It's the Year to Roll the Dice, January 2007
- ➔ The Globe and Mail, Outlook: Opportunities & Warning Signs for 2006, January 2006
- ➔ ROBTV, Workopolis TV Career Check-Up, January 2006
- ➔ Globe and Mail, Curveball Job Questions: How Not to Strike Out, September 2005
- ➔ Sun Media, Career Consultants: Helping Achieve Career Success, August 2005
- ➔ National Post, Professionally Written CV Can be a Career Investment, September 2005
- ➔ The Globe and Mail, How the Executive Job Interview Has Changed, August 2004

PUBLICATIONS (SHORTLIST)

More than 500 news feed / blog posts and 100 articles published in various media: Career Masters Alliance, The Globe & Mail, The Toronto Star, Sun Media, Contact Point Newsletter COSTI/JSW Newsletter, Career Options Magazine, Career Bound Magazine, Adventa Job Post, Going Global, Company of Women, HAPPEN, Higher Bracket, Zoomer Magazine, Burlington Post, Oakville Beaver, Canadian Champion and Résumé Writers' Digest.





AFFILIATIONS

- ➔ Canadian Council for Career Development (3CD) 2010 - Present
 - Board Member (Current), Executive Member at Large, Stewardship Committee Member
 - National Certification Working Group Member (Current)
 - CDP Competence Project National Steering Committee Member (Current)
 - Canadian Standards and Guidelines for Career Development Practitioners (S&Gs) Working Group Lead
 - Canada Career Month Committee Member (Now Outreach Working Group Member)
- ➔ Career Development Professionals Certification Board of Ontario (CDPCBO)
 - Member (Current)
 - Board Advisor
- ➔ Canadian Career Development Foundation (CCDF), Board Member
- ➔ Career Management Alliance (CMA), Board Member
- ➔ Professional Association of Résumé Writers and Career Coaches (PARW/CC), Member
- ➔ Human Resources Professionals Association (HRPA), Member
- ➔ Higher Bracket, Résumé Expert
- ➔ Career Thought Leaders, Blog Expert Contributor
- ➔ Halton and Peel Professional Executive Network (HAPPEN), Volunteer
- ➔ Executive Advancement Resource Network (EARN), Volunteer
- ➔ National Résumé Writers' Association (NRWA), Member
- ➔ Canadian Electronics Appliances Service Association's EDI Committee, Member
- ➔ Pearson Central Community Association, Board Member and Treasurer

EDUCATION | PROFESSIONAL DEVELOPMENT

Informal education has been the cornerstone of a successful career. Rose to a leadership position in the field primarily through an experiential pathway. A self-taught professional who has built an entire career by acquiring knowledge, competencies and experience through personal initiative, research, exploration and hands-on application of innovations. Networked with many leaders in the field and attended numerous conferences, seminars, webinars and workshops throughout the last 15 years.

Formal education and certifications:

- ➔ Certified Career Development Professional (CCDP)
- ➔ Certified Professional Résumé Writer (CPRW)
- ➔ Certified Employment Interview Professional (CEIP)
- ➔ Management Studies Diploma, Sheridan College; Oakville, Ontario
- ➔ Management Studies, University of Waterloo Accredited Course
- ➔ Total Quality Management "Train the Trainer" Program by Philip Crosby
- ➔ Workplace Hazardous Materials Information System (WHMIS)
- ➔ Health Insurance Association of America (HIAA) Diploma in Group Life and Health Insurance
- ➔ Life Office Management Association (LOMA) credited courses

