

Bios and Introductions: Marilyn Tullius

Note: Beginnings and endings are critical. Ellipses indicate deletion of middle paragraphs.



LinkedIn Summary Paragraphs

For an experienced Financial Planner

My vantage point as a financial planner and advisor allows me to assist individuals, families, professionals, and small business owners in achieving their financial goals. My perspectives and expertise benefit from my independent practice experience and my roles with leading financial service firms as regional director, corporate sales training manager, and investment accounts specialist. My services presently focus on planning for investment/wealth management, marriage dissolution, and prioritizing of future client goals.

...My abilities to serve and communicate, along with profound relationships formed based on trust and integrity, have been the hallmarks of my professional career.

For a Director of Wellness Programs for major organizations

My career focus is on advancing the wellbeing of people along the dimensions of health, positive cultures, engagement, inclusion, education, and career pathing that facilitate growth and future opportunities. For organizations I provide direction by leading programs, projects, and activities to implement initiatives and strategies related to people that ultimately also benefit the organization operationally, financially, and competitively.

...I anticipate new challenges and innovative opportunities and welcome possibilities to collaborate, consult, and provide services on a program or long-term basis.

For a Fashion Designer / Brand Builder

Observing people on the streets of any major city is a study of fashion choices made consciously and unconsciously. The typical consumer is oblivious to the story behind the apparel they wear. Retail sales associates who become knowledgeable about brands and quality share with consumers the differentiating points of products, while fashion buyers with deep interest in the lines they carry absorb many pieces of the story. But the whole story of apparel making belongs to the designers and product managers who drive the brand's products through the process steps of development, manufacturing, compliance, and distribution. They and their teams own the full story. My career resides on the path from idea to go-to-market and on the supply chain that brings products to consumers. My experience and global business activities have shown me the story, and that allows me to direct processes, lead teams, overcome challenges, resolve problems, and find solutions.



...From villages in the hills of Vietnam where women produce embroidery, to the sleek factories of China that turn out goods in high volume: any place known as an apparel production center has been part of my territory. I focus on delivering solid answers to questions: Can we produce the product economically? Can we negotiate better prices, delivery, and terms? Will the costs of doing business, meeting regulatory requirements, and bearing risks allow lucrative profits?

My career revolves around fitting the parts together to bring products to market, delight consumers, and build brands. I am interested in opportunities that take advantage of the full range of my knowledge and experience.

For a CEO, now Business Professor

At times, concurrent with my core career as an executive in leading healthcare organizations, I affiliated with academic institutions to teach business students. My endeavors as an educator have increased in recent years. Since 2010 I have taught business and management courses at _____ University.

Instructing millennial business students offers the privilege of transferring knowledge of management theory and practical insights based on corporate leadership experiences. Examples typically draw from my experiences as President/CEO, Executive Vice President, and Chief Operations Officer of leading university medical centers and health care systems ranging to \$1 billion and 25,000 employees.

...Preparing the next generation of organization leaders is gratifying. Encouraging students to seek experience and achievements worthy of their innate talents and learned insights is a high priority. We can feel reassured as students develop critical thinking skills and approach today's complex society in positive ways, and that justifies more than a touch of optimism.

For a Social Media Strategist – Content Manager

In a career that crosses marketing strategy and communications functions—branding, content, public relations, social media campaigns, demand generation, sales support, search engine marketing, and related areas—I have seen the critical role of marketing communications as it ripples through all areas of branding and marketing. I thrive on championing brands, creating content, developing user-centric strategies, executing process changes, and nurturing relationships by providing responsive services. Everywhere I go I want to be known as a marketing professional who generates positive change. Making things happen is my signature quality.

...I am focused on steering my career toward delivering messages that engage audiences, add wings to mission statements, increase awareness, and compel action. I thrive on pursuing marketing initiatives for growth and welcome challenges to devise innovative approaches. I would be delighted to connect with you about a new career opportunity



Bios: Stand-Alone or Inserted into a Resume

For a Documentary Film Maker transitioning into Interior Design

I have started in new directions at several times in my life, and I always end up being involved in design. Design is my passion and, ultimately, it is what I will do best. It is where my greatest satisfaction has been felt. Friends see something I have created and want me to take on one of their projects. When I pull off a minor decorating triumph for one of the many organizations I am aligned with, the next year they invite me back for a similar project. And so it goes.

My roots in design were formed in the area in which I spent my early years, a community in Ireland rich in Celtic history. The people of live their lives among ancient ruins, and history is almost inbred in those of us from that region. I left to attend college...

...I frequently think of the saying, "All roads lead to Rome." In my case all of my activities lead to designing and decorating. It is obvious that design is my career base and my future.

For a Professional Chef moving her career toward a Personal Chef position

In living my passion for cooking for others, I delight in bringing comfort, joy and excitement through food...When I was in the eighth grade and learned about the importance of nutrition in my health class, I decided to learn to cook. My new resolve meant bucking the every-night trip to the nearby fast food restaurant that my father saw as the solution of the evening meal for his motherless family of four girls. I enthusiastically served my family my first attempt at making dinner—macaroni and cheese. Oooooops, I forgot to add the milk! But I forged ahead in my resolution. Inspired by watching *The Galloping Gourmet* and *Julia Child* every afternoon after school, I earned my family's gratitude. ...At the Ritz Carlton I adopted the credo of making every dish better than the last. My standards soared and my capabilities developed. Moving on to the Hotel Bel Air, I embraced the task of coming up with new and innovative menus and cooking ideas every week. ...I contend that the best cuisine is offered by a personal chef who has an effective relationship with an employer where service and preferences are adjusted and enhanced over and over. I find satisfaction in anticipating the needs of others and in exceeding expectations in all gastronomic endeavors.

For a job seeker in the Wellness space (Included in resume)

It is inspiring and satisfying for me to share knowledge and resources with others and to help in creating possibilities where before there seemed to be few or none. Some background: Growing up in Russia encased me within a world of restrictions where we seldom deviated from our focus on work. The stark life and harsh conditions left little room for exploring options. By the time I left Russia I had essentially completed my engineering degree at Moscow Institute of Technology. Turning to my new life in the U.S., I began examining my initial conditioning and pursued self-awareness, attending to many life questions in my journey toward personal growth. I learned to welcome my creativity and moved toward wellness, fitness, mind-body interactions, experiential learning, and meditation to enhance inner joy and strength. It is my intention to benefit others with the knowledge and skills I have learned.



For a job seeker transitioning in career (Included in resume)

How I chose events as a career. Just about anyone who knows me counts on me to plan get-togethers, reunions, group vacations, and day-long adventures....Facilitating a good time, engaging newcomers, offering compliments, finding common ground, creating the ambiance of fun, and making others feel special—this is what I live for!

Persona Statements and Tag Lines

For a Script Writer and Developer (In text boxes sprinkled around resume)

I am interested in everything, dismiss nothing, and am devoted to painting my bold brushstrokes on the greater professional, creative, and community canvas.

My voracious passion for knowledge and my unwavering commitment push me to refine my skills and capabilities—and to discover new ones.

I define myself not by what I have done, but by everything I will do next and better.

I am endlessly interested in life, the people and stories of the world, and I am committed to turning potential into achievement.

For the cover letter of a high-end Retail Manager

A natural talent for sales

Sound instincts regarding customers

An accurate trend reader

A flair for merchandising and display

With the knowledge earned from owning
and managing high end retail specialty
stores for 20 years

For a non-profit Executive Director to establish energy and tone (placed in the upper portion of the resume)

MOVING POTENTIAL FORWARD POSSIBILITIES PEOPLE ORGANIZATIONS FUTURES

Astonished by possibilities. Motivated by challenges. Inspired by results



For a Business Analyst

Achieving the potential of data analysis to identify opportunities and optimize decisions

For a Real Estate Agent

To Meet the Needs of Clients

To Offer the Right Resources

To Move Transactions to Completion

For an applicant to a Faculty Internship in Diversity

Intrigued by the processes that rally action to produce innovation and change

For an Operations Manager of a Freight and Logistics Company

I take yesterday into consideration, but am drawn toward finding new, creative answers for today.

I enjoy visioning—the art of seeing beyond the obvious and coming up with better solutions.

My passion for customer service opens doors to new possibilities.

I translate the organization's mission into my daily work practices.

