

FATEH SAKKAL, MS

SENIOR RESUME WRITER

Casablanca, Morocco • US Citizen • [LinkedIn](#) • [Portfolio](#)

PROFESSIONAL SUMMARY

Seasoned Senior Resume Writer with over seven years’ experience coaching and empowering job seekers of all levels, from managers to C-suite executives. Leverages deep insights and expertise in storytelling, customer success, and the evolving job market to craft powerful career narratives that elevate clients' visibility and resonate with recruiters. Founder and seasoned professional within the resume writing industry; successfully built a resume writing business while delivering over 4K tailored resumes and LinkedIn profiles to clients across various industries and global markets.

CORE COMPETENCIES

- Resume, CV & LinkedIn Writing
- Content Marketing & Copywriting
- Story/Narrative Development
- Editing & Proofreading
- Customer Success & Satisfaction
- Persuasive Communications
- Keyword & ATS Optimization
- Client Experience Optimization
- Relationship/Partnership Building
- Applicant Tracking Systems
- Project Lifecycle Management
- Customer Attrition Reduction
- Creative Problem Solver
- Search Engine Optimization
- AI-Assisted Writing Expert

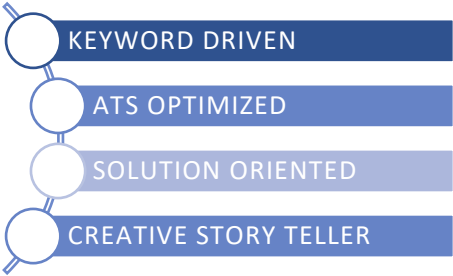
PROFESSIONAL EXPERIENCE

Storeyline Resumes (www.storeyliner resumes.com) • Remote • 2020 to Present
Top 3 resume writing agency and #1 most searched writing company on LinkedIn. Delivered 300K+ resumes globally over 24+ years.

Senior Resume Writer

Engaged with clients at the management, executive, and C-suite levels. Authored and edited ATS-friendly resumes, cover letters, biographies, and LinkedIn profiles for a diverse range of industries and global markets. Analyzed career questionnaires to cultivate a deep understanding of client qualifications, needs, history, and experience before translating into clear, persuasive resume copy aligned with each client’s career goals and long-term professional objectives.

- Authored approximately **4,032 resumes** (including cover letters and LinkedIn profiles) over a five-year period.
- Extracted relevant data and candidate information, synthesizing into metrics-based achievements and strategically demonstrating an increasing tempo of professional accomplishments.
 - *Integrated a healthy balance of hard and soft skills, presenting a well-rounded picture of candidate skills, abilities, and qualifications.*
- Recognized by the owner for consistently identifying and capitalizing on cross-selling or up-selling opportunities; personally contributed thousands of dollars in incremental revenue.
- Exceptional customer service skills; maintained a **99%+ customer satisfaction and retention rate** throughout tenure.
- Compiled **3-5 target job descriptions** per client, **incorporating 10-20 keywords** to create ATS-optimized resumes.



Ampresume (www.ampresume.com) • Remote • 2017 to Present
Ampresume provides compelling resumes, cover letters, and LinkedIn profiles that differentiate candidates from their peers.

Founder | Sole Proprietor

Established and operated an online resume writing company, orchestrating all web design, copywriting, SEO, and content creation efforts to build an authoritative global website in partnership with a leading web design agency. Managed the entire customer journey, from initial contact through lead management/follow-through, sales, interviewing, resume writing, and delivery. Provided a white glove customer experience; ensured value realization of clients’ investments in Ampresume products and services.

- Authored high-impact resumes that increased **interview requests by up to 250%** and client **renumeration by up to 200%**.
- Developed narrative-driven LinkedIn makeovers rooted in the science and art of storytelling that amplified online visibility.
- Built a broad portfolio of **over 200 satisfied clients** globally with glowing reviews, testimonials, and client references.

www.fatehsakkal.com • Remote • 2017 to 2019

Online provider of copywriting services including web, email, advertising copy, script writing, thought leadership, and SEO services.

Freelance Copywriter

Authored conversion-driven web, sales, and video script copy for global B2B clients. Conducted in-depth research and interviews, working with client-side teams, third-party contractors, and creative professionals to create high-impact, SEO-optimized marketing collateral for each target segment. Led content planning, design, development, and activation efforts on accelerated timeframes. Ensured full compliance with established brand standards (tone, voice, style, and brand psychology) in all content.

- Successfully completed **five websites**, each with up to 30 unique pages, in as little as two months.
- Authored copy for a number of high-visibility global websites including [iResearch Services](#) and [Ampresume](#).
- Scaled organic **web traffic by up to 300%** for select clients.
- Authored extensive marketing copy, blog posts, brochures, advertisements, and other marketing collateral. Writing portfolio: www.fatehsakkal.journoportfolio.com.

Advanced Vision Morocco • Casablanca, Morocco • 2017 to 2020

Multi-million-dollar general contracting company specialized in electromechanical works with projects spanning the MENA region.

Marketing Executive

Designed holistic marketing strategies to generate web traffic, expand brand awareness, and drive service adoption. Authored written, graphic, and infographic content to educate target audiences across a broad range of media platforms. Produced informative copy and content for online/offline marketing channels, effectively articulating the company's unique value proposition and differentiating factors to fuel business growth.

- Enhanced the reach and impact of online content; **reduced web bounce rates by up to 45%**.
- Funneled high-quality leads to the sales team; successfully **doubled organic traffic** over a 12-month period.
- Optimized websites for search engine visibility, injecting them with SEO-friendly copy that promotes user engagement.

ADDITIONAL ROLES

Financial Planner (2013 to 2016) • ASHFORD UNIVERSITY ONLINE & EVEREST UNIVERSITY ONLINE

Graduate Assistant (2012) • FLORIDA ATLANTIC UNIVERSITY

Construction Manager (2003 to 2011) • FREELANCE

"This resume brought me to literal tears... I've struggled for so long wondering if I had really accomplished anything in my career worth noting. My peers and family always thought I had, but I've never been able to see it for myself (almost like a poster child for imposter syndrome). This brought me to tears. Happy tears. It's like staring at the last 8 years of my life and finally being able to see what my friends, colleagues, and family have seen... but also feeling in my heart "I've done something with myself, I am that person who's achieved success in her career and I'm proud of that". Here I am crying again writing this thank you note. I just don't know how else to express it. This is artwork, and I couldn't be more appreciative. Thank you!!!"

~ Satisfied Customer

EDUCATION

FLORIDA ATLANTIC UNIVERSITY - BOCA RATON, FL
Master of Science (MS) in Economics

AMERICAN UNIVERSITY OF BEIRUT - BEIRUT, LEBANON
Bachelor of Business Administration (BBA)

Software: Google Docs, MS Office Suite (Word, Excel, PowerPoint), Grammarly, Slack, ATS Tools, Canva, LinkedIn, Dropbox, AI Tools