



## TRANSFORMATIVE EXECUTIVE

### Operational Excellence / Quality Assurance (QA) / Performance Optimization

Respected for re-evaluating current practices, identifying ineffective patterns, and progressing stakeholders beyond their comfort zones to achieve unprecedented results. Extensive success in building, training, leading, and motivating top-performing, multidisciplinary teams. Expert in:

- ✔ Developing quality cultures that maximize the commercial success of new and existing products.
- ✔ Ensuring 100% regulatory compliance and adherence to even the most rigid quality standards.
- ✔ Cultivating high-performance teams dedicated to exceeding customer expectations.



## CAREER HIGHLIGHTS

**Prevented \$5M in losses through waste elimination | Positioned company to pass difficult safety audits  
Stopped 10% product defect rate | Inspired employees into significant promotions | Earned MBA and BSBA**

## CORE COMPETENCIES

Organizational Effectiveness | Innovative & Cost-Effective Solutions | Customer-First Approach | Best Practices  
Quality Control (QC) | Research & Development (R&D) | Complex Project Management | Root-Cause Analysis | Budget Control  
Proactive Communications | Risk Mitigation | Defect Reduction | Process Automation | Vendor Relations | Operations Streamlining  
Workplace Health & Safety | Key Performance Indicators (KPIs) | Standard Operating Procedures (SOP) | Stakeholder Engagement

## PROFESSIONAL EXPERIENCE

### Vice President of Operations, 02/2020 to 04/2021

Innovation Inc., San Francisco, CA

Directed 6 division chiefs across R&D, Sales, Production, Marketing, Shipping, and Customer Service departments while supervising an executive assistant and an administrative assistant. Delivered insights into every division of the company, leveraging knowledge from MBA program to formulate and present operational strategies to executive leadership.



**COVID-19 Response:** Ensured full compliance with state and federal COVID-19 operational requirements. Proactively led division chiefs to develop 30/60/90-day plan. Analyzed financial impacts of various shutdown scenarios. Retained R&D talent and collaborated with Vice President of Human Resources (HR) to shrink nonessential headcount.

### Manager of Quality Assurance, 05/2011 to 02/2020

Innovation Inc., San Francisco, CA

Maintained compliance with processes, procedures, policies, and regulations throughout the entire company. Led and motivated 6 assistant managers, an administrative assistant, and a leader from the Mentorship Program to peak performance levels. Hired qualified personnel, energized staff, and clarified expectations while inspiring employees to aggressively monitor quality across the enterprise.



**Collaboration Optimization:** Met monthly with the heads of R&D, Sales, Production, Marketing, Shipping, and Customer Service, as well as the executive management team. Initiated weekly stand-up meetings and enabled staff inclusion in division planning meetings.

- **Prevented \$5 million in losses – realizing 5% improvement** – by leading team to eliminate waste.
- **Saved considerable time and money** by addressing compliance issues early in the planning process and introducing new productivity matrix that ensured annual process reviews.
- **Empowered company to pass all onsite safety audits** conducted by California Division of Occupational Safety and Health (Cal/OSHA) and the United States Consumer Product Safety Commission (CPSC) every year throughout tenure.
- **Inspired 3 employees to earn managerial promotions** while coaching 6 employees through Mentorship Program.



### **Assistant Manager of Quality Assurance, 05/2005 to 05/2011**

Innovation Inc., San Francisco, CA

Maintained the highest levels of quality excellence for products distributed throughout the United States, Canada, Mexico, and Australia. Installed efficient, yet meticulous processes that effectively supported remarkable business growth. Ensured 100% compliance with corporate, state, federal, and global regulations.



**Proactive Issue Resolution:** Alerted executive team to critical quality issues, their causes, and their impact on the bottom line. Prevented production bottlenecks by carefully analyzing product designs, pinpointing and resolving issues, and optimizing technician training.

- **Empowered product team to prevent substantial financial losses.** Discovered lead levels in prototype exceeded Australia's heavy metal standards by 10%. Prepared cost analysis that spotlighted potential income loss and redesign expenses.
- **Ended 10% QC failure rate of manufactured keyboards** after performing deep-dive analysis. Interviewed production line workers and conducted focus groups. Determined molding issues were caused by vendor; worked directly with manufacturing facility to resolve problem. Sourced better vendor and collaborated with Legal department to construct new contract.

## PAST SUCCESS

### **Administrative Assistant, Business Development Department**

Innovation Inc., San Francisco, CA

Received Employee of the Month Award with performance bonus. Nominated for corporate mentorship program. Won new client after designing persuasive PowerPoint presentation and seamlessly coordinating travel plans.

### **Assistant Buyer, Housewares**

Macy's, San Francisco, CA

Engaged with representatives from major appliance and cookware companies. Obtained customer insights on products and displays. Leveraged exceptional presentation and analytical skills to devise and communicate merchandise assortment concepts.

## EDUCATION

### **Master of Business Administration (MBA), Honors**

University of Southern California (USC)

### **Bachelor of Science in Business Administration (BSBA), Honors**

Lam College of Business, California State University, San Francisco (CSUSF)

*Dean's List | Alpha Kappa Psi (Professional Co-ed Business Fraternity), Elected Program Chair*

## ORGANIZATIONS

Advisory Board Member, Alpha Kappa Psi, 2017 to Present

## Résumé Strategy

I felt so terrible for poor Emily Robertson, who was laid off after 20+ years of loyal service – on her 51st birthday no less!!! I wanted to create for her a stunning, youthful, and optimistic résumé design that celebrated the city that she loved so dearly. Therefore, I created an ATS-friendly format that featured the Golden Gate Bridge of San Francisco.

The introduction summary, areas of expertise, and right-side graphic focus on what I felt are the two greatest selling points:

- 1.) *Emily's transformative nature*: Emily has a history of going the extra mile, performing root-cause analyses, and delivering findings to executive teams in order to influence meaningful change.
- 2.) *Strong customer focus*: Granted, Emily never really discussed the final customer experience during the intake process, but I know employers are looking for that dedication to total quality, which drives customer satisfaction, and ultimately, commercial success.

In order to draw strong visual attention to Emily's top career achievements, some of which happened long ago, I created a brief, high-impact Career Highlights section in bright orange font.

To make sure Emily's résumé performs exceedingly well through various applicant tracking systems, I added an easily editable Core Competencies section so she can swap out popular key phrases as needed to better target different opportunities. She can also use this section to include any random technologies the employer may request, such as Microsoft Excel.

One of the obstacles Emily will likely face in her job search, is the perception employers could have about her being old, rigid, and unadaptable because she has only worked at one company since 1997. Therefore, I visually downplayed the name of the company, Innovation Inc., and made her more impressive job titles much larger. Instead of placing all of the jobs under a single company header (which is inconvenient for job seekers when they upload their résumés into online application systems), I listed them separately. I placed her oldest Innovation Inc. job from the 1990s within the Past Success section, which offers no dates and therefore reduces exposure to ageism.

I felt it was important to discuss her experience at Macy's to show that she is capable of thriving in other companies. Since employers rarely read the job description of the final position listed, I added a line to include unimpressive soft skills commonly scanned for through applicant tracking systems, such as "analytical skills."

In an effort to further protect Emily from ageism, I removed the dates of her education. While her MBA was earned recently, her Bachelor's Degree was completed in 1992. For the sake of consistency, I decided to remove both dates. Because Emily already has college degrees and adult achievements, I felt it unnecessary to mention her high school diploma or childhood Girl Scout accomplishments.

The enclosed images show exactly how the header technique was employed, as well as what the document looks like when the original Word document is resaved as a .txt file.

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Emily Robertson
*****
2757 Matador, San Francisco, CA 94104
Mobile: 415.555.6363 | Home: 415.678.9541
ERobertson@sanfwave.com | LinkedIn.com/in/ERobertson

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in:
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Mobile: 415.555.6363 | Home: 415.678.9541  
ERobertson@sanfwave.com | LinkedIn.com/in/ERobertson

## EMILY ROBERTSON

### TRANSFORMATIVE EXECUTIVE

Operational Excellence / Quality Assurance (QA) / Performance Optimization

Respected for re-evaluating current practices, identifying ineffective patterns, and progressing stakeholders beyond their comfort zones to building, training, leading, and motivating top performing, multidisciplinary teams. Expert in:

- ✓ Developing quality cultures that maximize customer satisfaction
- ✓ Ensuring 100% regulatory compliance and quality assurance
- ✓ Cultivating high-performance teams dedicated to customer success

High Standards  
Efficient Processes  
Motivated Teams  
Satisfied Customers

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