



## GRACE TOTORO

---

**Grace Totoro** is a Senior Career Coach and visionary, who empowers transformation, champions change, and brings clarity to chaos. She is proficient at taking clients through the lifecycle of successfully finding a new position.

Acknowledged by clients from entry to executive level for her “out of the box” approach to Job Search, Grace is known for helping clients in focusing their message on their value by demonstrating how their experience, skills, and abilities translate into impact for a target audience who needs what the client has to offer. She uses a story telling approach to creating unique LinkedIn profiles and resumes that engage the reader. Her Three Phase approach to Job Search turns the common job search process upside down as it is based on a successful, well tested corporate marketing strategy that she re-invented for the job seeker. Individuals will uncover their transferrable skills, and see beyond their job titles. Each individual will learn what it takes to creating their niche and collateral, connecting with their target audience and generating interviews and offers inside and outside the application process.

### Expertise

- LinkedIn Profile Preparation
- Résumé Preparation
- Networking Strategies
- Interviewing and Negotiating Skills
- Targeting SEO Job Search Optimization
- Facilitating Goal Clarity

### Accomplishments

- Created LinkedIn profiles that have improved profile views and search appearances by as much as 1500%.
- Authored Winner’s Pitch®, the “tell all” job seeker’s guide that helps clients stand out from the herd and attract interviews and offers worth accepting.
- Generated a legacy of impact for hundreds of job seekers spanning multiple professions in various industries.
- Achieved over 100 LinkedIn testimonies that attest to my career coaching performance and strategic approach to Job Search.

### Education

M.P.S, with Distinction Human Relations, New York Institute of Technology, New York, NY  
(NYIT Thesis, “Career Derailment for Professional Women”)  
B.B.A., Business, Adelphi University, Garden City, NY

### Publications

Grace is a recognized Forbes article contributor in the area of Career and Job Transition. Recent articles:  
*Are You Selling Your Experience or Demonstrating Your Value?*  
*What You Should Know About The Hiring Process To Secure Your Next Position*  
*Want To Generate Activity In Your Job Search? Four Ways To Translate Your Impact*  
*Can't Find A Job? Here's Why Your Employability Strategy Isn't Working*

