



## Ed Weirauch

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Ed Weirauch brings a marketing perspective to his clients based on years of managing public relations (PR) and awareness campaigns for organizations, events, companies and products. He focuses his efforts now on supporting his clients in reaching a particular target audience: hiring managers.

Developing accomplishment-driven résumés, creating highly-effective LinkedIn profiles, offering solid preparation techniques for more impactful interviews, and framing targeted networking strategies are the tools of his trade that get his clients noticed in the marketplace.

And he's a longtime disciple of Dale Carnegie so get ready to Win Friends and Influence People!

### Areas of Expertise

- Résumé Development
- Networking
- LinkedIn Optimization
- Interviewing Skills
- Inter-Personal Communications

### Accomplishments

- Highly sought-after résumé writer. Produces approximately 100 powerful résumés a year.
- Over 30 years of experience managing public relations with a strong track record for consistently generating very positive broadcast and print media for organizations ranging from large health care, cultural, and non-profit organizations to special projects that involved Mother Teresa, Robert Redford and professional bike racers.
- Coached participants in Dale Carnegie Training courses strengthening their people skills and enhancing their abilities in communication, management and leadership as well as building their self-confidence and coaching them in managing stress more effectively.

### Education

B.A., Political Science and Journalism, Rutgers University.

