



ED LAWRENCE

Ed is a professional résumé and profile writer and career coach dedicated to helping people achieve their career goals whether that entails gaining meaningful employment in their current field or transitioning to a new career. A certified technical trainer and instructional designer for over thirty years, Ed understands the challenges in career transition, having transitioned from Marketing to IT to Training to Coaching.

He has coached a variety of individuals (at all levels and at different stages of job search) through his association with the Massachusetts Council on Aging, the Boston University Center for Career Development, a Massachusetts State Career Center, Career Collaborative, and the Institute for Career Transitions.

Ed hasn't just read about job-transition theory, he's lived it. Having been laid off multiple times, he knows a bit about what you're going through and how you feel.

Ed's favorite saying is "Persistence is omnipotent."

Expertise

- Behavioral Assessments
- Career Coaching
- LinkedIn
- Networking
- Interview Preparation
- Résumés and Applicant Tracking Software (ATS)
- Personal Branding
- Transferable Skills
- Train-the-Trainer

Achievements

- Authored over 35 presentations for a State career center, including résumé-writing, Applicant Tracking Software (ATS) cover letters, successful interviewing, LinkedIn, networking, career pathways, leadership, time-management, and other soft-skills topics.
- For over three years, has facilitated a practice interview group that has a significant success rate with helping people attain their career goals.
- In-demand presenter for Boston-area libraries, presenting on career-related topics, including Ageism, ATS, Hiring-assessments, Résumés, Cover Letters, LinkedIn, Networking Introductions, Video interviews, and Zoom.
- Official résumé-writer for the Framingham Public Library.



Ed Lawrence (continued)

Education

National Certified Online Profile Expert (NCOPE) – PARWCC - 2020
Certified Professional Résumé Writer (CPRW) – PARWCC - 2017
Certified Professional Life Coach (CPC) – Certified Life Coach Institute - 2017
MBTI Certified Practitioner – 2017
Certified Everything DiSC Trainer – 2018
Skillscan Certified Drive and Express – 2017
Certified Technical Trainer (CTT+) – Comptia

Memberships

National Career Development Association (NCDA)
The Professional Association of Resume Writers & Career Coaches (PARWCC)
National Résumé Writers' Association
Career Counselor Consortium
Mass Council on Aging
Boston University Career Advisory Network

Publications

Zoom Facilitator Manual (Amazon.com)

