



Linda Greenfield

Linda is dedicated to her clients' success and provides a counseling environment that makes clients feel comfortable, highly motivated and driven to move forward to achieve their goals. She is a Certified Master of Career Services, as designated by the National Career Development Association (NCDA) and was awarded "BEST OF" for CAREER COACHING by LinkedIn Profinder. Linda has experience in counseling adult clients of all ages and stages and works across all industries. She has presented on a variety of career topics at the NCDA Global Conference, Career 5.0 Los Angeles, the Institute for Educational Advancement, Canoga Park EDD, USC, UCLA and Pierce and Santa Monica Community Colleges. Her prior experience includes a variety of corporate positions in finance and management.

Always passionate about learning, Linda continues to stay current by reading widely about career issues, research on career best practices, Los Angeles area/national industries, companies and labor market trends and attending national career conferences.

Expertise

- Determining Best Fit Career Options for a Client's Skills, Interests, Personality and Values
- Career Exploration, Career Pivots, Career Research & Career Decision Strategies
- Networking & Elevator Pitch
- Job Search Strategies, Relevant Job Boards & LinkedIn Use
- Marketing Materials, Including Personal Branding Statements, Résumés, Cover Letters, LinkedIn Profile Optimization & Interview Portfolios
- Interview Preparation, Mock Interviews & Salary Negotiation
- Transitioning to Encore Careers

Achievements

- Counsel entry through executive clients on all career issues; career choice, career pivots, career research, personal branding, interview preparation, interview portfolios, mock interviews, informational interviews, LinkedIn profiles/use, networking techniques, elevator pitch, social media for career, salary research/negotiation, job search, internships, career fair preparation, alumni networks, targeted résumés and cover letters and managing transitions.
- Selected to provide career counseling to USC alumni worldwide (post 3 years graduation).
- Determine best fit careers using the Meyers-Briggs, Strong Interest Inventory, Skills and Values Assessments.
- Webinar and tip sheet writer targeting internal corporate employees for outplacement client.
- Presented on Counteracting Ageism; In Your Interview, LinkedIn Profile, Résumés and Cover Letters at Career 5.0 and Los Angeles EDD.
- Volunteer at South Central Scholars/Noonan Scholars, coaching high achieving low-income UCLA students and at the Aspire Foundation, mentoring women working in nonprofits in the UK and Australia.

Education

M.S., Guidance and Counseling, California Lutheran University, Thousand Oaks, CA

M.B.A., University of Southern California, Los Angeles, CA

B.S., Tulane University, New Orleans, LA

Certified, Master of Career Services, designated by the National Career Development Association (NCDA)

Memberships

National Career Development Association, (NCDA)

California Career Development Association (CCDA)

