

---

---

# PRESS RELEASE

## Advantage Resumes Roxie Herrman

### Press Release

For immediate release

For more information, contact:

**Roxie Herrman, ACRW**  
**Advantage Resumes**  
**8925 W. Maple**  
**Wichita, KS 67209**  
**(316) 992-0074**  
**roxieherrman@cox.net**

## Roxie Herrman Earns Elite Resume Writing Credential

**Wichita, Kansas, June 14, 2011:** Hiring practices have changed enormously over the last decade as employers gravitate to online postings, resume databases, and automated screening software. Combine these changes with the recent surge in unemployment, and job seekers face a complex and challenging task to create their marketing materials and manage their job search for best results.

Now, Roxie Herrman of Advantage Resumes, Wichita, Kansas, is better prepared than ever to provide job seekers with the powerful tools they need in today's highly competitive job market. Roxie Herrman has completed a rigorous training program and earned the Academy Certified Resume Writer designation – a high-level certification that signifies mastery of best-in-class resume strategies.

Earning the ACRW indicates that a resume writer has successfully completed all components of the Resume Writing Academy, an intensive and comprehensive training program that teaches the following skills and concepts through classroom study, training assignments, independent learning projects, and intense individualized feedback:

- \* Resume Strategy & Client Positioning
- \* Resume Writing Styles, Trends & Techniques
- \* Cover Letter and Thank-You Letter Writing Styles, Trends & Techniques
- \* Personal Branding for Resumes
- \* Resume Formats, Designs & Structures
- \* English Language & Grammar

“My clients are facing steep challenges in the employment market these days,” says Roxie Herrman “and even after 17+ years in the career field, I wanted to be sure that I was equipping them with the very best strategies and documents. My investment in the Resume Writing Academy and the ACRW means that my clients can enter the job search with confidence, knowing that they have the very best, most powerful, and most up-to-date resumes to accelerate their searches.”

Roxie Herrman, owner and operator of Advantage Resumes, began writing resumes in December of 1980. At that time, Roxie had recently founded and operated Secretarial Services Plus, a virtual office support center for executives and professionals in Wichita, Kansas. At the same time, she expanded her business as one of the first resume writing services in Wichita, and has become one of the most recognized writers in the field of resume writing. The majority of her entire professional career is dedicated to resume composition whereby she interviews with strategy, insight and personal service. Since that time, Roxie has helped many career and job seekers, and written thousands of resumes for executives, professionals, aircraft industry workers, government workers, college students, and military personnel.

The Resume Writing Academy ([www.resumewritingacademy.com](http://www.resumewritingacademy.com)) is the first comprehensive, strategically focused resume training program that teaches writers of all experience levels how to develop resumes that get noticed and get results. Founded and led by industry leaders and multi-published authors Wendy Enelow and Louise Kursmark, the Resume Writing Academy is recognized for its rigor, high standards, and accomplished graduates. Roxie Herrman joins an elite group of more than 60 ACRWs nationwide.

# # #