



## CAROLE DUPRÉ, CPBS, ACRW

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For high-achieving professionals who are making a career change and don't know where to start, Carole Dupré helps you prepare for and pursue your next-level opportunity as an organizational manager or business owner.

As a 20-year marketing executive turned 4X certified career consultant and coach, Carole brings a depth of personal and professional experience to her specialty—career transition.

She uses modern-day, market-tested methods to unearth your natural strengths, develop your positioning and tell your story.

She crafts interview-landing, confidence-building résumés, cover letters and LinkedIn profiles.

Carole also helps you build your reputation online for how you want to be known and advises on starting a company or side gig.

### Expertise

- Personal & Business Brand Strategy
- Career & Job Search Coaching
- LinkedIn Profile Writing
- Online Identity Management
- Assessment Tools
- Career Transition
- Résumé & Cover Letter Writing
- LinkedIn Training/Coaching
- Brand Identity Development
- Side Gig & Startup Branding

### Accomplishments

- Launched a 6-month side hustle at the height of her corporate career, offering first-hand expertise in turning a career change into a fulfilling job or full-time business.
- Founded in 2015 her trademarked branding practice and roadmap combining award-winning brand strategies with personalized career services that get you unstuck, confident and energized for your quest.
- Earned 4 career industry certifications in 4 years and serves as a Career Thought Leaders Associate, focused on the most current career management and personal branding approaches.
- Spearheaded marketing teams and programs that earned 45+ awards and delivered profitable results while positioning corporate, nonprofit and state government brands.
- Led transformational rebranding projects for large organizations and helped small businesses get started.



## **Carole Dupré (continued)**

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### **Education**

Professional & Executive Coaching Certificate, International Coaching Federation-Accredited, Lewis University (in progress)

Certified Personal Brand Strategist (CPBS)

Academy Certified Resume Writer (ACRW)

Certified 360Reach Survey Analyst

Master Certified Internet Marketer, University of San Francisco

B.G.S., General Business Administration & English, Louisiana State University

Graduate studies, Journalism, Louisiana State University

### **Memberships**

Career Thought Leaders Consortium Associate

Liked Minded Ladies, Gulf Coast & New Orleans Chapters Member

Leadership Louisiana Alumna

### **Publications**

“Through Catastrophe Comes Clarity: What my near-death experience taught me about measuring the value of my life's work,” Thrive Global, Aug. 1, 2020, [thriveglobal.com](https://www.thriveglobal.com)

“3 Career Guideposts for the Pandemic,” May 9, 2020, [itshernature.com](https://www.itshernature.com)

