

# BEYOND THE SCHOOL SYSTEM

## Discovering Your New Purpose and Dream Career

*The Ultimate Career Transition Toolkit for Educators*



**THE 5** **ESSENTIAL TOOLS**  
Every Educator Needs to  
Navigate Their **Next Career Move**

**INCLUDES:** Resumes & Cover Letters  
That Stand Out

Follow-Up & Thank You Emails That Impress  
**PLUS Expert Tips to**

Showcase Your Talent Confidently

# **BROILS CONSULTING GROUP**

**THE EDUCATORS CAREER TRANSITION EXPERTS**

**Y**ou as an education professional have a vast set of skills that are transferable and highly marketable beyond our school systems and academia. However, there are essential resources and documents that you'll need in your career search toolkit to experience career transition success at the higher levels.

Essential elements in a strong Career Transition Readiness (CTR) document library include new resumes, cover letters, job application follow-up and interview thank-you letters, etc.

**Why?** The private industry hiring process is vastly different than the school system's and the resume requirements are often not the same. Whether you've earned a B.A., M.A. or a PhD, submitting the same resume and cover letter that you used in the school systems can **HALT** your career trajectory or relegate you to a lower level of career options.

You've worked hard, earned those credentials, made sacrifices and you don't have to settle for less than you deserve. A strong career transition toolkit is essential. Hiring a professional that is skilled in writing resumes for transitioning educators is ideal. However, there are a limited number of resume services that specialize in exiting and retiring K-12 educators. It can also be cost prohibitive for some, ranging from \$450 to \$1,800 or more.

We've created the next best thing and perhaps even better; a toolkit of the most critical CTR documents, PLUS tips, samples and examples that can be used over and over again. Inside you will find six of our winning resumes plus cover letters, etc., that have helped our clients WIN interviews with leading companies, along with other key documents to help you navigate the job search process. Just select from any of our Top Resumes and documents included herein, customize it and Do-it-Yourself.

## WHAT PEOPLE ARE SAYING ABOUT US ...

**Opening doors, I only dreamed about ...** Wow! It's perfect! Words cannot describe how this resume will open doors I've only dreamed about." [Landed his first interview as an Account Executive for one of the world's leading Literacy and Language Companies] **Corey (former Virginia Administrator)**

I learned that I do have a valuable skill set that is appreciated and respected outside of the classrooms. I had no ideal of the vast opportunities in the education field outside of teaching until I met Broils Consulting Group. Shelly and her associates will help craft an outstanding resume that will stand out above your competition. **I was hired for an Assessment Consultant role over 60 other applicants! Pat (retired Florida Resource Teacher)**

Broils Consulting Group (BCG) is one of the most effective, caring, and competent businesses I have encountered. I originally started with BCG by attending a webinar and then sought them out for their resume and cover letter services. **Within one day\* of submitting the new resume and cover letter** on a job application, I received an invitation for an interview with a leading education publishing company for a management role. I got the job with a 62% salary increase! **Cheryl (former Math Resource Teacher)**

\*The turnaround time to land an interview after submitting a resume varies per individual; one day is outside of the norm and the industry standard. Due to factors beyond our control, Broils Consulting Group will not guarantee interviews nor employment. The time to land an interview or job offer can vary per individual, job market conditions, etc. All content herein is for informational purposes only.

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### BROILS CONSULTING GROUP

RANKED TOP GLOBAL EDUCATION CONSULTING FIRM BY WALL STREET **SERVING EDUCATORS, INSTITUTIONS AND ORGANIZATIONS WORLDWIDE**

CULTIVATING GROWTH AND SUCCESS FOR ALL

**VISIT OUR WEBSITE: [WWW.BROILSCONSULTING.COM](http://WWW.BROILSCONSULTING.COM)**

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# Tips and Suggestions for Effective Use of This Toolkit

Follow the steps below to maximize the value of this toolkit and strengthen your job search strategy.

## 1. Review Resume Best Practices

Begin by reviewing the best practices for resume creation and customization included in this toolkit. This foundation will guide all future resume development.

## 2. Analyze Resume Exemplars (Pages 9 – 23)

Skim the six resume exemplar templates provided. Highlight skills, accomplishments, and language that align with your own experience. Pay special attention to recurring or transferable skills.

## 3. Create Your Master Resume

Develop a comprehensive Master Resume that incorporates all of your skills, experiences, accomplishments, and keywords identified from the exemplar resumes.

- Your Master Resume is a skills library and may exceed 5–7 pages.
- This document is NOT intended for submission.
- You will use it as the source document from which you create tailored resumes for specific job openings.

## 4. Develop Customized Resumes

For each job application, create a customized resume by selecting and pasting the most relevant skills and experiences from your Master Resume.

- Target length: 2–3 pages, in line with industry standards.
- Ensure alignment with the job description, required skills, and keywords.

## 5. Customize Your Cover Letter (see exemplars in toolkit)

Tailor your cover letter to each job opening, clearly demonstrating how your experience and skills align with the employer's needs.

## 6. Save Files Using a Clear Naming Convention

Save each customized resume under a new file name.

Suggested format: FirstName LastName\_Resume\_CompanyName\_Date

## 7. Submit Application Materials

Submit your customized resume and cover letter (if requested) to the prospective employer according to the application instructions.

## 8. Update Your Job Search Log

Immediately record the application details in your Job Search Log for tracking and follow-up purposes.

## 9. Send a Follow-Up Email (Pages 30)

Send a job application follow-up email within 3–5 business days of submitting your application.

## 10. Interview Process

Participate in interviews as scheduled by prospective employers.

## 11. Update Your Job Search Log

After each interview, update your Job Search Log with outcomes, notes, and next steps.

## 12. Send a Thank-You Note (Page 31)

Send an interview thank-you email or letter within 24–48 hours after the interview.

**No worries, you've got this. Our exemplars have done a lot of the work for you!**

# What's Inside a Winning Resume and How Each Part Works for You

Your resume is one of the most critical elements to landing that new dream job or consulting opportunity.

It is your marketing tool and should go beyond the typical chronology of jobs that you've held and degrees earned. Use of that resume format has locked too many talented and qualified educators out of the private sector job market. Your resume is a marketing tool that must effectively and professionally illustrate your talent.

It makes the very first impression. Let's make sure it's the right one.

What's disheartening is that hundreds of thousands of educators, although extremely talented and highly credentialed experience job search rejection are rejection. To land that interview for your dream opportunity, your resume's content and quality **MUST** be modified to align with private industry requirements. We can not use the same resume that were used in the school systems and expect to land that dream job or consulting role in the private sector. The private sector requires a different resume format and plays by a different set of rules.

You're here to learn how to master elements of this job search game and we commend you for taking this important step by investing in yourself. **Please note** that this is not a resume course. It is a toolkit of winning resumes, cover letters, and various job search documents, etc., that we've designed for some of our former clients along with tips and strategies created for educators to help you navigate this new phase in your career.

To be competitive, **your resume must be more than just a list of jobs you've held** and credentials earned. It is your marketing tool and should convey why you are the best candidate for that particular position. Human resources typically spend less than 30 seconds to scan a resume to determine if it's a match. Your resume must convey your talent quickly and succinctly. The top 1/3 of your resume can make or break your chances.

It must grab their attention quickly but professionally. Be cautious about using some of those colorful templates: nearly 90% of leading employers in the private industry use a resume screening bot (Applicant Tracking System – ATS) to view and approve your resume before it is seen by a human. Multiple colors, graphics and non-standard fonts are difficult for the resume bots to scan and could land your resume in the rejection pile!

Unless you're applying for a modeling or acting job, please save the photo as well. A black and white resume with well-written content and a professional layout is THE industry standard. So, let's design a resume that will knock their socks off! Remember to be authentic and honest when crafting your resume as well.

**Please read the tips below.** Then, use the resume exemplars provided to begin crafting your resume. We'll build your MASTER RESUME template first and then move into customization techniques.

## LET'S GET STARTED: THE ANATOMY OF YOUR WINNING RESUME

**LENGTH & FORMAT:** Two to three pages maximum is the typical industry standard. If you exceed two pages, insure that your resume includes enough white space and is easy to skim or scan. Do your very best not to exceed 3 pages. Our educator resumes are often too long. Remember Human Resources personnel allot about 30 seconds for an initial skim. Also resumes constructed as a Word Doc (doc or docx) format are preferred by many employers and are often easiest for most Applicant Tracking Systems (ATS) to scan.

**FONT SIZE:** Industry standards recommend that the text in the body of the resume be around 12 point and no smaller than 10-pt. Section Headings: from a 14 to 16-point font size. Also using standard fonts with limited script is highly recommended.

## DEVELOPING YOUR CAREER SUMMARY – THE TOP 1/3 OF YOUR RESUME

Remember employers typically spend less than 30 seconds to scan your resume to determine if they will read it further and ATS resume bots spend even less time.

**The top third of your resume** is the hook and must grab the reader's attention, illustrating why you would be an asset to the employer, what you bring to the table.

Place yourself in the position of a Hiring Manager (THINK like a Hiring Manager) what would grab your attention if you were screening multiple applicants? It's more than your education credentials. Keep this in mind as you are customizing your own resume.

Begin your resume with a **professional branding statement and career summary**. A strong professional branding statement will garner the attention of those that make hiring decisions. You have **less than a minute to show them why** you're a good fit for the role and the company. That branding statement is key, makes the first impression, and can give you a competitive edge.

Your career summary is an introduction, a preview of the skillset that you bring to the table. It provides the prospective employer an overview (at a quick glance) of what they can expect to read in the body of your resume. It replaces those Career Objective Statements of the past like: "A dedicated, committed and passionate educator seeking a career where I can utilize my skills in ..." Career Objective Statements like that have less impact and are becoming obsolete.

A Career Summary Section typically is typically comprised of 5 to 7 lines and highlights your skills that match the job for which you are applying. Here are 3 exemplars:

### PROFESSIONAL BRANDING STATEMENT AND CAREER SUMMARY SECTION

**Tabitha Stephens** (fictitious name)

City, State Zip Code (555) 555-5555 - emailaddress@email.com

Professional  
Branding  
Statement

#### **Accomplished Learning & Development Strategist**

Increases Learner Engagement | Improves Employee Performance | Builds Organizational Capacity

An innovative learning solutions and systems design expert with comprehensive technical knowledge and certifications in multiple software applications, technical and soft-skills content development and training delivery for youth and adult learners, world language acquisition, and project management.

Leveraging a diverse background in the Corporate, K-12 and Higher Education industries. Key competencies include:

Curriculum and Instructional Design | Learner Engagement | Computer Science and Software Applications  
Blended and e-Learning | Implementation and Project Management | Customer Service and Partnership Development

CAREER SUMMARY

## **Davin Stephens, M.Ed.** (fictitious name)

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City, State Zip code | (555) 555 - 5555 | [youremail@emailaddress.com](mailto:youremail@emailaddress.com)

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### **Innovative Math Solutions Specialist**

Accelerates Learner Achievement and Engagement | Builds Teacher Capacity and Performance

An Accomplished Instructional Strategist, Professional Development Specialist and Thought Leader with over 12 years of experience in the design and delivery of youth and adult learning solutions, facilitation, training and program management

Leveraging a diverse background in the K-12 Education and Non-profit Industries.

Key competencies include:

Curriculum Design | Mathematics | Implementation Management | Education Technology  
Learner Engagement | Outreach and Partnership Management | Assessment and Evaluation

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## **Elizabeth Stephens, Ed.S.** (fictitious name)

City, State Zip Code • (000) 000-0000 [emailaddress@email.com](mailto:emailaddress@email.com) |  
[linkedin.com/in/profilename](https://www.linkedin.com/in/profilename) (optional)

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### **SENIOR-LEVEL EDUCATION LEADER & ORGANIZATION MANAGEMENT PROFESSIONAL**

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Cultivates Executive-Level Partnerships and Heightens Stakeholder Engagement  
Builds Organizational Capacity and Accelerates Learner Performance

A results-driven relationship management, organizational development professional with extensive experience in youth and adult learning solutions. Recognized for creating innovative and tactical strategies which elevate staff capacity, learner achievement and organization effectiveness, surpassing performance and growth targets.

Leveraging a diverse background in: Corporate, K-12 Education and Government industries. Skilled in the following areas:

Leadership and Management  
Organization Development  
C-Suite Relationships

Training and Staff Development  
Business Process Improvement  
Marketing and Branding

Implementation Management  
Education Technology  
Partnership Management

Curriculum and Instruction  
Assessment and Evaluation  
Literacy and STEM

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