



Writing services to elevate professional brands

## Copywriting Services

### Professional Bio Package - \$500

The professional narrative that sets you apart - outlines who you are as an employee, business owner or professional (or your brand story) - includes a full bio, summary bio & social media bio

### \*LinkedIn Branding

Optimize LinkedIn to align with professional brand & increase reach and visibility

### \*Business Branding & Copywriting

Content creation aligned to brand strategy and business goals

### \*A la Carte Services

Brand Audit

Business Pitch Letters

Press Releases

Social Media Audit

Website Copy (Content Review & Revamp)

Website Copy (New Content Creation)

*\*a proposal and quote will be provided following initial consultation*

<https://karriemacalhoun.com/>

info@karriemacalhoun.com

As of February 2024

# Resume Writing Services

## Resume Revamp

full resume revamp & new format; guaranteed to be applicant tracking system (ATS) compliant

- \$400 - mid-level
- \$500 - senior professionals & managers
- \$650 - executive / SES

*NOTE: Federal resumes and curriculum vitae (CV) revamps may incur an additional fee*

## Infographic Resume

visual design capturing career profile using creative images & graphics

- Starting at \$400

## Two Resumes

choice of reverse chronological, federal, functional, CV, infographic, etc.

- \$650 - mid-level
- \$750 - senior professionals & managers
- \$1,000 - executive / SES

## Career Coaching

virtual coaching session for career advancement, career pivot, interview prep, LinkedIn optimization, and/or salary negotiation

- \$125 (1-hour session)

**Expedite/Rush service available for an additional fee**



## Resume Writing Packages

### RESUME REVAMP + COVER LETTER

Mid-Career - \$500  
Senior Leader / Manager - \$600  
Executive - \$800

*Turnaround Time: up to 2 weeks*

### RESUME REVAMP + PROFESSIONAL BIO

Mid-Career - \$700  
Senior Leader / Manager - \$900  
Executive - \$1,100

*Turnaround Time: 2-3 weeks*

### RESUME REVAMP + LINKEDIN OPTIMIZATION

Mid-Career - \$800  
Senior Leader / Manager - \$1,000  
Executive - \$1,200

*Turnaround Time: 2-3 weeks*

### RESUME REVAMP + LINKEDIN + PROFESSIONAL BIO

Mid-Career - \$1,000  
Senior Leader / Manager - \$1,250  
Executive - \$1,500

*Turnaround Time: up to 4 weeks*

**Over \$2.3 million in client compensation increases since 2020**

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