

ANNE C. FINNEGAN

CAREER COACH, MBA, AND CPRW

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Helping Navigate Early Career Searches

PROFILE

Career Coach for students, recent grads, and young professionals. Over 18 years of combined experience in coaching, entry level hiring, and corporate marketing. Help people from more than 100 leading colleges and universities develop their competitive edge and optimize outcomes in college or graduate school admittance and job search processes.

EDUCATION

Tuck School of Business at Dartmouth Hanover, NH
Master of Business Administration; Concentrations in Marketing and Management 1984

University of Virginia Charlottesville, VA
Bachelor of Arts in Art History, with distinction 1979

EXPERIENCE

Prep Your Path LLC Rye, NY
Founder and Career Coach (Students, Recent Graduates, and Young Professionals) 2010–Present

Help candidates achieve their academic and professional career goals. Boost capabilities, confidence, and connections, and develop tools and skills by using the effective and efficient Prep Your Path Method™. Specialize in building unique personal brand images and writing custom marketing materials, including both core and targeted résumés for each client.

- Provide career development services, including résumé, letter, LinkedIn profile, and essay application writing, personal branding, action plans, interview prep, and hourly coaching
- Guide people from more than 100 leading colleges and universities throughout the U.S. to reach their career goals
- Achieve results for clients in over 50 different career paths, including finance, investment banking, sales & trading, accounting, sales, marketing, social media marketing, advertising, public relations, e-commerce, event planning, publishing, broadcasting, consulting, real estate, law, insurance, internet technology, engineering, sustainability, energy, supply chain management, healthcare, medicine, veterinary medicine, education, social services, hospitality, culinary arts, visual arts, sports & entertainment, fashion, and human resources

Kraft Foods Inc. White Plains, NY
Senior Product Manager/Product Manager/Associate Product Manager (Tang Powder, Tang Juice Boxes) 1986–1989

Grew the \$100 million U.S. Tang brand business by developing and implementing marketing plans. Lead teams in product development, sales, advertising, marketing research, promotions, packaging, merchandising, and logistics.

- Exceeded sales and financial goals all four years; increased sales 25% overall by introducing a new product line
- Received three President's Awards for outstanding program indicatives, including corporate community service
- Trained and managed assistants and associates; screened and interviewed entry-level candidates

PepsiCo, Inc. Purchase, NY
Associate Product Manager/Assistant Product Manager (Pepsi-Cola Bottling Group) 1984–1986

American Express Company New York, NY
Summer Marketing Intern (Travel Related Services) 1983

Ogilvy & Mather Worldwide, Inc. New York, NY
Media Planner/Assistant Media Planner (General Foods, Avon, Hershey's, Pepperidge Farm) 1979–1982

Certified Professional Résumé Writer (CPRW)

The National Résumé Writers' Association, Member

Professional Association of Résumé Writers & Career Coaches, Member

Dartmouth College, Undergraduate Admissions Ambassador, Westchester County, NY (2018–Present)

Miami University, Parents Council and Career Development Committee Member, Oxford, OH (2010–2013)

Participated in entrepreneurial ventures from 1990–2010; raised three young professionals

Date: January 2020