

ANNE C. FINNEGAN

CAREER COACH, MBA, AND CPRW

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www.PrepareYourPath.com | Helping Navigate Early Career Journeys

PROFILE

Career Coach for students, recent graduates, and young professionals, with over 20 years of combined experience in coaching, entry level hiring, and corporate marketing. Skilled at helping people optimize career search outcomes in the college or graduate school admittance and job search processes. Focus on helping candidates develop a competitive edge through career identification, resume and LinkedIn profile writing, and interview preparation. Have assisted clients from over 100 leading colleges and universities and 50 career paths.

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

Guide people to achieve their educational and professional career goals by developing top-notch tools and skills with the tried-and-true Prep Your Path Method™. Boost capabilities, confidence, and connections, and cultivate a positive mindset.

- Provide coaching services, including résumé, letter, LinkedIn profile, and essay application writing; and consultation in personal branding, action plans, interview prep, and career navigation
- Apply the Prep Your Path Method™ to clarify vision, goals, objectives, strategies, and tactics
- Assist people from more than 100 leading colleges and universities throughout the U.S. and abroad
- 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. Led 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 business initiatives, 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); Professional Association of Résumé Writers & Career Coaches, Member
The National Résumé Writers' Association, 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 2022