

Douglas Levin

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Senior Business Leader

Versatile Operator | Small Business Owner | Problem Solver

Resourceful and savvy businessperson with 20 years of professional experience including 13 years as a small business owner and 7 years in the corporate world. Well-versed across broad-ranging functions including business development, operations, sales, marketing, financial management, customer success, and digital strategy. Proven ability to create innovative products, continuously improve offerings, and deliver exceptional experiences. Adept at content creation and driving organic traffic.

- Transformed an empty WordPress site into a thriving e-commerce business as a first-time business owner.
- Cultivated a sterling reputation as a trusted provider of resume writing, career coaching, and job seeker services.
- Helped hundreds upon thousands of job seekers make meaningful progress and achieve their career goals.

CORE COMPETENCIES

Strategic Planning and Execution | Competitive Analysis | Entrepreneurship | Marketing | Business Development
Team Leadership | Product and Program Management | Blogging and Content Development | Career Services
Workflow and Process Improvement | Partnership Development | Website Development | Copywriting and Editing
Financial Management | Customer Service and Success | UI/UX Optimization | Project Management | Digital Services

PROFESSIONAL EXPERIENCE

JOBSTARS USA LLC

Chicago, IL | 2011 to Present

Owner & Operator (Remote)

Oversee day-to-day business operations for a B2C career services firm serving entry through executive-level job seekers across all industries. Responsible for every aspect of the business including sales, marketing, order fulfillment, customer support, and quality assurance for an e-commerce service. Supervise and manage a small team of remote-based independent contractors. Manage website and technology systems. Accountable for ensuring the delivery of top-notch career services for every client.

SNAPSHOT: Built the JobStars.com platform de novo, growing it into an industry-leading B2C career services practice with \$1M+ in total revenue and 4,000,000+ lifetime pageviews.

SELECTED RESULTS

- **REVENUE CREATION:** Exceeded \$100k+ in annual sales for multiple consecutive years on a limited marketing budget.
- **PRODUCT MANAGEMENT:** Created a comprehensive menu of career services featuring 20+ differentiated offerings.
- **WRITING AND EDITING:** Prepared thousands of interview-winning resumes for job seekers of all experience levels.
- **CONTENT DEVELOPMENT:** Authored 500+ blog posts featuring a mixture of advice and resources for job seekers.
- **PROGRAM MANAGEMENT:** Established a thriving affiliate program with 40+ partners and \$20k+ in lifetime payouts.
- **SERVICE DIFFERENTIATION:** Launched innovative solutions including the first-of-its-kind Job Concierge service.
- **THOUGHT LEADERSHIP:** Appeared on multiple podcasts and earned recognition from peers as a trusted resource.
- **KNOWLEDGE CURATION:** Built an industry-leading list of professional associations with nearly 1,000 organizations.
- **CUSTOMER SATISFACTION:** Earned high ratings on key platforms including BBB (5.0), Yelp (4.9), and Trustpilot (4.6).
- **BRAND LOYALTY:** Received 7 consecutive 'Complaint Free Awards' (2018 to 2025) from the Better Business Bureau.
- **WEBSITE DEVELOPMENT:** Used the WordPress platform to build a website generating 400,000+ page views per year.

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CAREERBUILDER

Chicago, IL | 2005 to 2011

Operations Manager – cbResume.com (2009 to 2011)

Served as the point-person for cbResume.com, CareerBuilder's resume writing service with \$1M+ in annual revenue for both e-commerce customers and corporate accounts. Managed day-to-day operations and oversaw a team of 50+ remote contract resume writers. Recruited, interviewed, hired, trained, and evaluated team members; administered performance reviews and conducted quality checks quarterly. Resolved issues between clients/writers and facilitated productive communication.

SELECTED RESULTS

- **BUSINESS DEVELOPMENT:** Accelerated e-commerce sales and market share growth by 40%+ from 2009 to 2011.
- **PROJECT MANAGEMENT:** Supported the rollout of outplacement services resulting in several high value contracts.

Affiliate Partnership Associate – CareerBuilder.com (2007 to 2009)

Sourced, negotiated, and secured affiliate partnerships to drive web traffic to CareerBuilder.com. Identified potential affiliate partners within the US market in multiple segments including broad appeal, industry-specific, diversity, and niche websites.

SELECTED RESULTS

- **PARTNERSHIP DEVELOPMENT:** Secured traffic-generating affiliate partnerships with 200+ media outlets nationwide.

Affiliate Partnership Associate (Contract) – CareerBuilder.co.uk (2006 to 2007)

Sourced, negotiated, and secured affiliate partnerships to drive web traffic to CareerBuilder.co.uk. Identified potential affiliate partners within the UK market in multiple segments including broad appeal, industry-specific, diversity, and niche websites.

SELECTED RESULTS

- **PARTNERSHIP DEVELOPMENT:** Secured traffic-generating affiliate partnerships with 50+ media outlets across the UK.

Senior Multimedia Sales Representative – CareerBuilder.com (2005 to 2006)

Sold classified job advertisements as a representative of the Kansas City Star and CareerBuilder. Made 500+ outbound dials on a weekly basis, conducted phone-based sales presentations, managed client relationships, and provided customer service.

SELECTED RESULTS

- **SALES & BUSINESS DEVELOPMENT:** Recognized with Vice President's Club Award for outstanding sales performance.

ADDITIONAL EXPERIENCE

Owner | Square Bettor LLC | 2020 to Present

Resume Writer (Contract) | Randstad | 2015 to 2018

EDUCATION:

- **MASTER OF BUSINESS ADMINISTRATION (MBA)** | Roosevelt University | Chicago, IL | 2010
- **BACHELOR OF ARTS (BA)** | The University of Kansas | Lawrence, KS | 2005

CERTIFICATIONS:

- Certified Professional Resume Writer (CPRW)
- Certified Professional Career Coach (CPCC)

ASSOCIATIONS:

- Career Thought Leaders (CTL)
- Professional Association of Resume Writers and Career Coaches (PARW)