

# MANAGING YOUR CAREER AFTER AGE 40

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Career Choices Unlimited

# Are you over 40 and concerned that you'll have difficulty finding a job the next time?

Let's reevaluate where you are:

- ✓ Do you know what your natural skills, talents and abilities are and where you want to go next?
- ✓ Are you energized at the end of the day or drained?

Take the Quiz on pg. 142 in *Find Your Fit*.

- Use other Assessments
- Use the Transferable Skills Worksheet

Are you concerned that you will have difficulty finding a job due to age discrimination?

- Current Skills
- Abilities
- Attitude
- Energy
- Dress



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# THE FOCUS TEST: Ask Yourself

What do I  
want to be  
known for?

What is my  
personal image?

What makes  
me unique?

How would my  
best friend  
describe me?

What is my  
niche?

# Writing a Résumé for Your Next Career Move

An award-winning, energetic professional with the ability to see events through from start up to implementation in both for profit and nonprofit organizations. Highly skilled in strategic planning, sales and project management. Excellent communication, presentation and negotiation skills. Enjoy creating smooth processes while bringing together divergent groups to accomplish long-lasting results.

## ACCOMPLISHMENTS

- Chosen as the “Volunteer of the Year” for St. Johns County based on outstanding leadership. Raised in excess of \$10 million in multiple leadership roles at Ocean Breeze Elementary School, which funded technology in all the classrooms, including new PCs, smart boards, projectors and a new computer lab.
- Handled the logistics and sponsorships for the inaugural Down Syndrome Association Jacksonville (DSAJ) Buddy Walk that raised awareness within the community for funding critical services from education to social groups to help families with Down ’s syndrome. The initial event raised more than \$50,000 and has grown from hundreds to thousands of participants in its 11<sup>th</sup> year.
- Grew overall revenue by 25% at HealthNet.com by revamping and writing the weekly online newsletter and significantly increasing sponsorships that contributed to overall revenue. Utilized Constant Contact that helped double overall distribution within two years.

## PROFESSIONAL EXPERIENCE

HealthNet.com, Ponte Vedra Beach, FL

2012 – Present

### Marketing Director

- Analyzed data and created reports from Constant Contact, wrote the online weekly newsletter, developed pricing strategy for annual partnerships and marketed various media packages based on clients’ needs that increased brand awareness and visibility.

**Volunteer Leader**, St. Johns County, FL

2000 – 2012

- Held numerous leadership positions, including Board Member of the Down Syndrome Association Jacksonville, President of Parent Teachers Organization (PTO) at Ocean Breeze Elementary and Lincoln Middle School, Member of Junior League and Volunteer of Junior Achievement.

## COMMUNITY INVOLVEMENT

- Member of the Down Syndrome Association Jacksonville (DSAJ)
- Volunteer and Sponsorship Coordinator, DSAJ Annual Golf Tournament

**Is this how others see you?**



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# Do you have ideas for a business or a new career direction, but are afraid to make the change?

Think in terms of short-term and long-term goals.

- ✓ Write down your ideas and create a plan.
- ✓ Meet with SBA, Chamber, Professional Associations Members.
- ✓ Conduct Informational Interviews with people in similar careers.
- ✓ What can you do right now that will move you toward your goal while still employed?
- ✓ Education | Certifications | Apprenticeship

# LET'S DISCUSS INCOME

Starting Over?

Make a  
Commitment and  
Save \$

What is the  
Market  
Paying?

Do Your  
Research

The Sky Is The  
Limit



# Promise Yourself:



I commit to give  
myself permission  
to do the things I  
value!