

Personal Branding Packages



MARZENNA
ALMENDRO
PIVOT PARTNER

Navigate Change. Thrive in Transition.



Are you experiencing a career pivot?

Perhaps you are...

- A CEO, CFO or senior leader eyeing more flexible opportunities like fractional leadership roles? Or,
- An expat navigating the UK job market? Or,
- An accomplished female leader transitioning to motherhood without wanting to compromise on your professional growth?

Career pivots can occur at various stages of one's life. Whether this happens by choice or as a result of redundancy, relocation or a shift in what is important to you, these changes can be difficult to navigate.



Marzenna Almendro

Management Consultant
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I can help...

Greetings, I'm Marzenna Almendro, a seasoned **Management Consultant** with a flair for business psychology, leadership, learning & development, and the art of copywriting.

Proudly registered with the British Psychology Society (BPS) as a Test User for Ability & Personality, I've spent over a decade conducting assessments, writing thousands of psychological reports, and steering candidates towards success.

In a previous life, I honed my skills as an advertising copywriter, lending my talents to brands like **Colgate, Nestle, Nampak, Reckitt Benckiser, Johnson & Johnson**, and **Kimberly Clark** to name a few (check out my portfolio [here](#)). As a thought leader in **business psychology**, my contributions have graced publications (such as [Police Professionals](#)), and I've been invited to appear on mainstream media platforms ([TV & radio](#)).

Leveraging this unique blend of skills, I've pioneered an innovative approach to **Executive Personal Branding**, garnering the satisfaction of hundreds of clients. My niche? Guiding professionals through career pivots, including CEOs, CFOs, senior leaders eyeing fresh top-tier positions, expats aiming to navigate the UK job market, and accomplished female leaders transitioning to motherhood without wanting to compromise professional growth.

Vision & Mission



Vision

1. **Expertise:** I recognise the unique and valuable blend of skills and experience, offering a high level of expertise in business psychology and copywriting across various industries.
2. **Excellence:** I am committed to delivering high-quality services with swift turnaround times, ensuring that my clients receive exceptional results without compromising efficiency.
3. **Extraordinary:** I believe in under-promising and over-delivering, exceeding client expectations to provide not just solutions but transformative experiences in their career journeys.

Mission

My mission is to empower individuals facing career transitions, offering innovative strategies beyond tradition. By blending first-hand insights with cutting-edge expertise, I am able to redefine your success in career advancement. I provide a personalised, strategic approach to revolutionise professional journeys for sustained success and fulfillment.

How?

C-Suite-Level Branding

At this level, a polished CV isn't enough; I craft executive branding to ensure your true value shines through.

Cutting-edge Expertise

With dual expertise in Organisational Psychology and advertising copywriting, I navigate high-level selection and Applicant Tracking Systems (ATS) with finesse across diverse industries.

Unmatched Track Record

My referral rates speak volumes, solidifying my standing in the industry. Check out my LinkedIn recommendations [here](#), Google reviews [here](#) (previously known as Holistan) and Facebook rating [here](#).



My Service

1

Discovery Call (Virtual): A 30-minute session where we assess mutual compatibility. No cost, but in high demand. I only take on clients where I can genuinely make an impact.

2

Delivery:

- CV: Tailored to showcase your strengths, delivered in Word format.
- Cover Letter: Meticulously crafted for your target job.
- LinkedIn Profile: Custom content provided in Word format, including keyword-rich sections and background images.
- Custom-for-You Video: Detailing the above and guiding future customisations.

3

Additional Services:

- Coaching Sessions: Explore interview coaching, career pivots, etc (Includes a FREE psychological worksheet).

My competitive Edge



I don't just write executive CVs; I am your partner in branding and PR for your executive persona.

I am your Pivot Partner and Custom CV Writer

You are unique, and you deserve a document as distinctive as you. What sets me apart? I offer a bespoke, research-driven and strategy-laden approach that demands up to 25 hours per senior executive CV.

My credentials?

Degrees from the University of Johannesburg and UNISA, specialising in Psychometrics, and an ongoing pursuit of a Masters in Business Psychology from Arden University. As a Registered Test User with the BPS, I bring my wealth of experience to sectors spanning Finance, Management, Retail, Construction, Technology, and more.

Intentionally independent

Being a freelance management consultant allows me to offer a high-touch service to a select few clients. Together, let's elevate your professional narrative.





My Fees

A management consultant's fees are similar to what you might pay an accountant or solicitor. They are also comparable to other regarded industry professionals.

Pivot package: £400.00

- **CV:** Your document will be delivered in Word format, with relevant ATS keywords capturing your psychological strengths. I will communicate turn-around times with you during our intake session. This may be approximately a week, given current demand revisions will be up to two rounds.
- **Cover Letter:** Carefully crafted cover letter, customised to your target.

Pivot package Premium: £ 450.00

Both of the above, PLUS:

- **LinkedIn Profile:** Your custom LinkedIn profile content will be provided in Word format (including first-person "About" and "Experience" sections, keyword research, 2+ background images to choose from and an edited professional profile photograph).
- **Custom-for-you video** detailing all of the above, and how to customise it for future job targets.

Coaching: £60.00 p/h

Enhance your interview skills with **advanced coaching**. Address gaps and tricky CV points, practise tackling tough questions, and boost your confidence. Gain clarity and confidence in presenting your optimal stories, even under pressure. Join the ranks of successful leaders who have excelled in high-pressure interviews for their dream roles (includes a **FREE psychometric worksheet** with your first session booking).



**Let's
Connect**

My Contact details



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