

INDEED, INC.

# CASE STUDY

## CONTRACTOR

Professional Development

### RESULT

#### Resume Development

Provided resume development, writing and revision services to clients.

#### Cover Letter Development

Provided cover letter development, writing and revision services to clients.

#### Career Coaching

Provided clients with strategies to support them as they navigated the career search process.

### PROJECT OVERVIEW

Indeed, Inc needed a contractor to support them in providing resume development, cover letter generation, and career coaching services to their clients.

Additionally, the client wanted a contractor knowledgeable of various markets to provide clients with valuable insight; markets included: business, health sciences, government, and education.

### CONCLUSION

This case study highlights the importance of providing services to support clients in achieving professional growth in addition to providing insight to opportunities supportive of overall development.

### THE CHALLENGES

- Teaching students how to increase their chances of securing job opportunities
- Identifying relevant career opportunities for clients

### STRATEGIC RESPONSE

- Professional and Personal Alignment
- Knowledge Gap Identification
- Business Professionalism
- Career Development and Research

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