

CEO, INSPIRE CAREERS LLC



Cathy Lanzalaco is an award-winning and nationally certified résumé writer, career coach, LinkedIn expert, member of the Forbes Coaches Council, and CEO of Inspire Careers LLC, located in Western New York.

She began her professional career as a registered nurse and worked for 15 years at Sisters Hospital. In the late 1990s, she left the hospital to work as a medical case manager at Tops Markets. Accepting an opportunity to work in human resources she returned to school for an MBA and received her SPHR and SHRM- SCP and worked in HR leadership at a distribution center in Lancaster. She worked in that capacity until 2016 when the business closed.

Helping 600 people transition into new careers led her to the next step of her career. In 2017 she opened Write-Résumé-For-the-Job and in 2018 purchased Inspire Careers and now serves executives and career-minded professionals in WNY and across the country under the Inspire Careers banner.

With 15+ years of experience in HR, Cathy gives her clients the perspective from “the other side of the desk” to help them create career marketing tools and job search strategies to land jobs they love in less time than going it alone.

Inspired by the lack of preparation of new college graduates entering the job market, she created the only new grad success program in the country, The Inspire Careers Student Professional Launch Program™.

An active member of Career Thought Leaders, Career Directors International, and the National Résumé Writers' Association, she is the 2018 winner of the NRWA's ROAR award, (Recognizing Outstanding Achievements in Résumés), Inspire Careers is also a strategic partner of the Buffalo Niagara Human Resources Association.

Frequently requested as a podcast guest, group facilitator, and keynote speaker, recent engagements include the National Résumé Writers' Association, Buffalo Niagara Human Resources Association, The Establishment, and Niagara University Hospitality & Tourism Association. Her coaching style is focused on personal empowerment and leveraging an abundance mentality to manifest personal and professional success.

Visit www.inspirecareers.com for more information on Cathy and the career marketing solutions available at Inspire Careers LLC. Connect with Cathy on LinkedIn at <https://www.linkedin.com/in/cathylanzalaco/>.

