

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 Buffalo, NY. 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 served in HR leadership for over a decade. 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 HR experience, Cathy gives her clients a perspective from “the other side of the desk” to help them design career marketing tools and job search strategies to land jobs and create careers 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 college graduate success program in the country, The Inspire Careers Student Professional Launch Program™.

Serving on the board of directors for both the National Résumé Writers' Association and the Buffalo Niagara Human Resources Association, Cathy is also a member of the Professional Association of Résumé Writers and Career Coaches CPRW Certification Committee. Additionally, she is creator and host of the Inspire Careers Spotlight video and audio podcast series.

Frequently requested as a podcast guest, group facilitator, and keynote speaker, recent engagements include the National Résumé Writers' Association, University at Buffalo Alumni Lifelong Education Series, 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 her on LinkedIn at <https://www.linkedin.com/in/cathylanzalaco/>.

