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Kennett Square Entrepreneur Publishes Book on Resume Best Practices

KENNETT SQUARE, PA — December 2, 2019 — Ed Samuel, founder and executive career coach at SamNova, Inc., published his first book, “Optimize Your Resume: Dos and Don’ts the SamNova Way” this fall.

“I hope to touch thousands of careers for the better by showing them a practical, useful and straight-forward approach to writing or improving a resume,” Mr. Samuel said.

“Optimize Your Resume” is a self-help book geared towards anyone who is in job transition whether starting as a college graduate to a seasoned working professional. It’s also geared towards those who are working and are thinking about advancing their career inside their firm or organization or seeking to another employer.

Concurrently, the book serves as a guide for employers in terms of what hiring managers should be looking for when screening ideal candidates to fill vital roles.

Mr. Samuel, whose career spans more than 30 years in corporate finance, customer service, human resources and operations, runs SamNova from his office in downtown Kennett Square at 116 S. Broad St., Suite B.

“Ed Samuel is an expert,” said Joe “Doc” Dougherty, a leading authority in human resources consulting in the mid-Atlantic region. “He has proven himself time and time again in this very complex job market. He is trusted — he asks tough questions, he delivers, and he helps candidates get the best offers at the best companies.”

“Even when unemployment is at its lowest point, you still need to compete,” Mr. Samuel said. “Calling out your value proposition and making it easy for a potential employer to read is paramount in the job market.”

He’s coached more than 450 people since 2010. Additionally, his prior experience includes extensive recruiting wins for diverse individuals across multiple industries throughout the United States.

“What Ed offers cannot be described in one singular word. He brings tireless energy, a broad spectrum of professional expertise, and patience to leverage and tailor his teaching and coaching to meet the individual needs of each client,” said Stewart Wiggins, director of membership sales and engagement at YMCA of Delaware. “Ed is relentless in helping his clients to understand a proven process and how to achieve not only the expected but desired results. No detail is too small.”

Mr. Samuel held his first book signing on November 8 at Barnes & Noble in Center Valley, Pennsylvania.

As for the key takeaway for readers, Mr. Samuel noted, “The most important lesson is to slow down when it comes to something as important as your resume and use a resource like this book to challenge your thinking in all ways.” Recently, Mr. Samuel has begun to promote his book including on the Cuzin Vinne Network podcast show in Crystal River, Florida; before the Philadelphia Area Great Careers Group; and at Cross Talks, a small business think tank, in Delaware.

“I realized that not everyone is in a position to invest money to pay a resume writer or hire a career coach and thus needed to offer a low-cost but effective alternative for them,” Mr. Samuel stated. “We founded SamNova to help everyone who knocks on our door in some way and this is yet another vehicle for us to do just that.”

As for his inspiration, Mr. Samuel attributed his driving force as a Christian “to touch lives of others at any level, belief or situation in a positive way to move their purpose and career forward. I also owe the pragmatic side of my thinking to my grandfather, Joseph E. Fink, who gave me countless examples of measuring twice, cutting once, keeping it simple, to-the-point and treating people with respect.”

He continued, “Hire a Career Coach when everything is going fine at work and keep the saw sharpened including an up-to-date resume, profile, network — as you never know when life or your firm will take an unexpected turn.”

Mr. Samuel added, “Those who do so are far more ready to enter the job market or advance their career with internal promotion opportunities.”

On the first and third Saturday of each month, people can listen to Mr. Samuel on Philadelphia radio 1180 AM WFYL at 8 a.m. EST during his live bi-monthly show, "Optimize Your Career." His show is also live streamed across the United States on the internet.

Raised in Central Jersey, Mr. Samuel was born in Princeton and grew up on a farm in Neshanic, New Jersey. In 1977, he married to his high school sweetheart, Sara Dawn Tharp. The pair raised three daughters in Landenberg, Pennsylvania.

Next, Mr. Samuel is scheduled to deliver remarks 7 p.m. November 20 at Joseph’s People at Assumption BVA, across from Avon Grove High School, in London Grove Township. Additionally, he will address the Technical Professionals Networking Group 7 p.m. December 10 at the Judge Consulting Group building in King of Prussia.

“Optimize Your Resume: Dos and Don’ts the SamNova Way” is available for \$19.99 via Amazon: <https://www.amazon.com/Optimize-Your-Resume-DONTS-SamNova/dp/1694050726>.

To connect with Mr. Samuel directly, send an email to esamuel@samnovainc.com, connect with him in LinkedIn at: <https://www.linkedin.com/in/edsamuel/>, or call his main number at 610-274-8214. Follow the SamNova hashtag #OptimizingCareers for trending tips, inspirational notes, upcoming events and the latest news.

SamNova, founded in 2010, offers career coaching to working individuals in job transitions looking to advance their professional careers. Services include in-depth career assessments, resume writing, interview training, LinkedIn marketing, building formal networks, targeted job and location campaigns, executive one-on-one consulting sessions and tailored coaching programs. Visit www.samnovainc.com.