

**A CONSUMER'S GUIDE:**  
**WHAT SHOULD YOU CONSIDER WHEN HIRING A**  
**CAREER DEVELOPMENT PROFESSIONAL?**

---

**2026 Edition**

---

**By John Davidsson, JD, PMEC, AIPEC**



## About the Author

*John Davidsson is a multi-award-winning career coach, résumé writer, personal strategist, author, advisor, keynote, and client advocate. With more than twenty years of experience providing advice to clients, he has become one of the most respected career development professionals in the United States.*



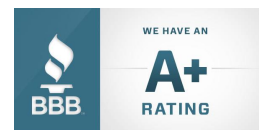
*Mr. Davidsson is a former Fortune Global 500 hiring manager. He has led and managed global sales and marketing campaigns and has personally hired dozens of six-figure professionals throughout his career. He earned his Juris Doctor (JD) with an emphasis in human resources and business law from Seattle University. He is also a serial investor and has been a shareholder and strategist for two startups headquartered in Washington State.*



*Mr. Davidsson's writing talents are diverse. While still an undergrad at the University of Washington, he published dozens of articles in the student newspaper and was nominated to receive several awards from the Society of Professional Journalists (SPJ). He has received a writing award from Columbia University in the fiction category. Additionally, he was the sole author of an appellate brief presented to the Washington Supreme Court (the highest court in the state) focused on legal issues in the area of children's rights.*



*Mr. Davidsson officially founded Olympic Résumé in 2011 to help unlock the human potential of his clients. Hundreds of clients have benefited from his Mirror & Compass method which utilizes a multidimensional approach to help clients achieve tactical career objectives. He uses an integrative, one-on-one counseling style.*



*He has been featured as a career expert by The Seattle Times on multiple occasions and has been a résumé and career strategy subject matter expert for NBC, CBS, and the University of Washington.*



**wikiHow**

*He has been a Guest Editor for wikiHow and has assisted with multiple career-oriented articles on that platform.*





Mr. Davidsson was invited to become a member of Empire Radio Now's "Professionals Roundtable." He has also been a Presenter for the Executive Leadership Support Forum.

In his guidebook, Architect Infinity, he provides advice on résumés, cover letters, interviewing, negotiation, networking, and LinkedIn among other key topics. He has also been a paid consultant for LinkedIn and an avid user since 2006.



As an instructor, you can find Mr. Davidsson on Skillshare. Years ago, Skillshare.com asked him to create a masterclass in career development. Skillshare is one of the world's premier online learning communities with more than five million members.



Mr. Davidsson has worked hard to improve the integrity and quality of client care in the career coaching profession. He has mentored résumé writers and other coaches and is a proud member of the Freelancers Union and the Society for Human Resource Management (SHRM).

This guide was created in part because of the lack of credentialing among "career development professionals" such as résumé writers and career coaches. Unfortunately, the principle of caveat emptor governs the field of career development professionals. He governs his professional behavior according to the Code of Ethics adopted by the Society of Professional Journalists and the ABA's Model Rules of Professional Conduct.



Mr. Davidsson has made a version of this consumer's guide available to the public since 2016. The rubric that follows gives those in need a helpful set of topics to discuss with a prospective career counselor, résumé writer, or interview coach.



Here's to your success!

*John Davidsson*

Award-Winning Career Coach | Personal Strategist | Advisor | Writer | Advocate



## ***Should a Pro Really Write Your Résumé?***

### **THE WALL STREET JOURNAL.**

***"Many résumé writers haven't worked as hiring managers...."***

***"They have their own ideas about what will look great,  
but unfortunately, they aren't in the game."***

***Article by Perri Capell***

**[www.wsj.com/articles/SB117435877558542374](http://www.wsj.com/articles/SB117435877558542374)**

---





---

***"Invest in yourself. Your career is the engine of your wealth."***

***~ Paul Clitheroe ~***

---

# *Why trust your career and your personal brand to John Davidsson?*

	<b>Olympic Résumé / John Davidsson</b>	<b>Other Providers</b>
<b>Experience as a Résumé Writer, Counselor, Coach, and Advisor?</b>	I have a decades-long record of client-focused results. I have been advising, coaching, and counseling clients towards success for more than twenty years as a consultant and as the Founder and Owner of Olympic Résumé. I have coached thousands of clients throughout my career. Fundamentally, I believe great career coaches are mentors and advocates. Throughout my career, I have spent hundreds of hours teaching and mentoring in academic settings.	In my experience, I have typically observed less than three years of experience among "other providers." Many providers are part of a "résumé mill" network and may outsource critical work to unqualified, improperly trained, or inexperienced "writers."
<b>Marketing Experience?</b>  <b>Success Rate?</b>	I am a published author, I have edited work for an academic journal, and I have scripted marketing copy and collateral. My diverse experience has helped me achieve a 90%+ success rate with clients.	Usually not. Résumé writing is interdisciplinary, and most writers do not have the necessary range of experience.
<b>Genuine Testimonials?</b>  <b>Legitimate Reviews?</b>	Hundreds of positive reviews can be found online for John Davidsson and Olympic Résumé. Many testimonials are featured on OlympicResume.com and many more are linked to my website. I have received dozens of positive reviews on sites including Yelp, LinkedIn, Google, and Thumbtack. Unlike some providers, I have never paid for my reviews or testimonials.  	Some providers provide references on their website to demonstrate their quality; many do not.  However, many career development providers do not furnish verified, third-party testimonials.
<b>Real Hiring Experience?</b>	Yes, I have hired employees, and I know what it's like to sit on "the other side of the desk." I have been a hiring manager for a Fortune Global 500 corporation. This experience is invaluable to my clients.  	Rarely! Some career development providers claim to have "recruiting" or "HR" experience; however, recruiters and HR managers usually do not make hiring decisions (even if they are stakeholders).

**Subject Matter Expert?**

**Industry Expertise?**

**Media Exposure?**

I have been quoted as a subject matter expert by *The Seattle Times* on multiple occasions. I have also been featured as a career development and résumé expert by King 5 (NBC). In 2017, Skillshare.com asked me to create a masterclass in career development. Skillshare is one of the world's premier online learning communities with more than five million members.



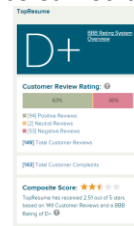
Few résumé writers can point to examples of true subject matter expertise. Merely calling oneself an expert does not make it so!

**Rated by the Better Business Bureau (BBB)?**

Olympic Résumé has an A+ rating with the BBB. An A+ rating is a reliable indicator of providing quality service year after year. I have never paid the BBB for a better "grade" or to have negative reviews removed.



Many "career coaches" and "résumé writers" are not even listed with the BBB. Some have received customer complaints, and some résumé mills have truly awful ratings. For example, one of the largest "résumé mills" in the country has earned a D+ rating.



**LinkedIn Expertise?**

I have used LinkedIn actively for well over a decade. As an early adopter of LinkedIn (going back to 2006), my clients benefit from my proven LinkedIn strategies. I have also been a paid consultant for LinkedIn and I am a LinkedIn ProFinder MVP. Please feel free to review my LinkedIn profile:

<https://www.linkedin.com/in/johndavidsson/>



Based on the horror stories I've read about multiple career development professionals, LinkedIn is a major weak point for many résumé writers, interview coaches, and career counselors.

**Connections?**




**Affiliations?**

I have more than 11,000 legitimate connections on LinkedIn. Throughout the years, I have cultivated a strong network of hiring professionals. I regularly help clients tap into the movers and shakers of target organizations. I am also a member of the Society for Human Resource Management (SHRM), the American Bar Association (ABA), and the National Association of Sales Professionals (NASP).



A legitimate career coach or résumé writer should have a robust network and several testimonials.

This is often not the case.

<p><b>Social Media Experience?</b></p> <p><b>Brand Management Expertise?</b></p>	<p>Although résumés are just as critical as ever, I also coach clients on the incredible power of social media and online branding outside of LinkedIn.</p> 	<p>Many providers claim to have experience with social media, but few understand how to strategically use social media to get more interviews and reduce online branding liabilities.</p>
<p><b>Knowledge of Applicant Tracking Systems (ATS)?</b></p>	<p>Applicant tracking systems run and hide when they see John Davidsson is on the case. As a former Fortune Global 500 hiring manager, I am accustomed to using applicant tracking systems in addition to the “old school” method of reading through stacks of résumés. I have completed ATS training provided by iCIMS, Oracle, and Taleo. Additionally, I have completed Google’s Analytics Academy.</p> 	<p>Based on résumés I have reviewed from multiple career coaches and résumé writers, there is a consistent knowledge gap among career professionals when it comes to applicant tracking systems.</p>
<p><b>Academic Credentials?</b></p> <p><b>A Graduate Degree?</b></p>	<p>I have three college degrees. I have an honors degree from the Minnesota Collegiate System and a B.A. with honors from the University of Washington. I also have a Juris Doctor (J.D.) degree from the university with the #1 ranked legal writing program in the U.S. I have also completed additional master’s-level coursework with the Isenberg School of Management (University of Massachusetts) – one of the top AACSB-accredited business schools in the world. I was also a paid English tutor in college many years ago.</p> 	<p>Many résumé writers are elusive regarding formal education. Many “résumé writers” do not even have a bachelor’s degree. Yikes!</p> <p>Unfortunately, many alleged career development professionals claim various “certifications” to be a substitute for serious academic credentials.</p> <p>In my professional opinion, the Professional Association of Résumé Writers is a certificate mill that happily sells the CPRW “certification” to anyone willing to pay the fee and take the (very) basic test.</p>
<p><b>Licensed Business?</b></p>	<p>Olympic Résumé is a legitimate, licensed business in Washington State founded John Davidsson. My firm is also Dun &amp; Bradstreet verified.</p>	<p>Many providers are not affiliated with a legitimately licensed business in his or her respective state.</p>
<p><b>Outsourcing?</b></p> <p><b>Quality Guarantee?</b></p>	<p>I guarantee that I perform 100% of the writing and editing of your materials. I focus on delivering maximum quality and ROI to all clients.</p>	<p>Many “résumé writers” and “career coaches” outsource work to unqualified contractors to keep costs (and quality) down.</p>

**Private-Sector Success?**

I have helped clients earn roles with every Fortune 500 employer headquartered in Washington State except Fortive (which was added to the list in 2018).



Many alleged career professionals struggle to help clients reach peak levels of career development. The clear majority of résumé writers and career coaches have never worked in a Fortune 500 environment (much less have the experience of hiring in such an environment).

**Nonprofit Success?**

My nonprofit track record is also excellent. Here is a sample of organizations where my clients have earned employment in the nonprofit sector:



It is rare a career coach or résumé writer has a proven track record of success in both the private and public sector.

**Government Placements?**

Over the years, I have helped clients earn roles with various layers of the government (federal, state, county, and municipal).



Government-oriented résumé writing is a specialized skill. Ensure whomever you hire has expertise in this area.







**Grad School Success?**



Many clients have benefitted from my expertise in order to attend graduate school. I have helped clients earn acceptance into several J.D., M.B.A., and M.D. programs throughout my career at several amazing institutions.



There are some career coaches who specialize in working with younger clients pursuing a bachelor's degree. However, there is a marked difference in applying to grad school as a more seasoned professional.

I have experience with both populations. Many coaches do not.

<p><b>Editing Experience?</b></p>	<p>Beyond my media exposure, I have been a Guest Editor for wikiHow and an Editor for the <i>Seattle Journal for Social Justice</i>.</p>  	<p>It's a rarity that a "career coach" or "résumé writer" has bona fide editing experience.</p>
<p><b>Writing Awards?</b></p> <p><b>Proven Expertise as an Advocate?</b></p>	<p>Yes, I have received a writing award from Columbia University (one of the eight Ivy League universities). Additionally, I have written a brief for the Washington Supreme Court which focused on the rights of children. Few attorneys in Washington State have briefed to the highest court in the state. Appellate work requires excellent legal writing and legal research skills.</p>  	<p>Exceedingly few résumé writers, career counselors, and interview coaches possess legitimate writing accolades.</p>
<p><b>Experience with Transitioning Professionals?</b></p>	<p>Many of my clients are facing a time of tremendous change in his or her career. I have helped many clients transition from public-to-private and private-to-public career paths. My clients benefit from my expertise in mapping out holistic career development strategies.</p>	<p>While many career development professionals claim success in this area, reviewing legitimate testimonials has become necessary.</p>
<p><b>Reasonable Rates?</b></p>	<p>My rates are very reasonable considering my expertise and credentials.</p> <p>I offer discounts to veterans, active-duty members of the military, students, recent graduates, and individuals who are currently unemployed. If needed, I offer a sliding scale discount based on income.</p>	<p>Rates vary widely. When it comes to rates, you get what you pay for! The majority of résumé mills do not have a methodology of pairing customers with a truly qualified writer, editor, and coach. One of the priciest options is a self-proclaimed expert who charges \$2,000 for <i>only</i> a LinkedIn profile.</p>
<p><b>Client Data Security?</b></p> <p><b>Cybersecurity?</b></p>	<p>My website (<a href="http://www.OlympicResume.com">www.OlympicResume.com</a>) is DigiCert certified, Norton secured, and VeriSign verified. This is yet another way I reassure customers I am trustworthy. I also adhere to GDPR best practices.</p>  	<p>Most résumé services are not especially focused on the security of their website or client data/metadata. Many résumé writing websites clearly display client data and/or metadata in violation of reasonable expectations of privacy and online security.</p>

<p><b>Best Practices Guide?</b></p>	<p>I provide customers with a guidebook covering more than twenty key subject matter areas. My guidebooks contain critical pieces of advice...and numerous proven strategies.</p>	<p>My competitors rarely offer collateral to their customers.</p>
<p><b>Published Writer?</b></p>	<p>I have had my writing published including journalism work, fiction, and legal advocacy. I also have more than ten years of experience writing sales and marketing collateral.</p>	<p>Many résumé writers do not have a wide range of writing experience, much less a history of publication.</p>
<p><b>Client Résumés as Marketing Samples?</b></p>	<p>Olympic Résumé will never use client personal information or work product for marketing purposes.</p>	<p>Some “résumé writers” share their work (and sensitive client data) with prospective customers.</p>
<p><b>Data Backup?</b></p>	<p>I keep client data and documents on file in case you need them in the future.</p>	<p>Many résumé writing and career services firms aren’t around long enough to offer this service.</p>
<p><b>Extra Charge for Minor Edits?</b></p>	<p>Reasonable minor edits are essentially covered in the retainer.</p>	<p>Some providers offer cheap résumé “optimization” only to make up for it later with charges for extra editing.</p>
<p><b>Financial Safety?</b></p>	<p>I take pride in my 100% perfect track record of protecting client financial data. I am part of the Intuit PaymentNetwork (Intuit is the company that makes TurboTax and QuickBooks). I’m also PayPal verified.</p> 	<p>Few providers offer highly secure methods of payment and compliance with e-commerce best practices. Although many providers offer multiple payment options, consider whether the service is trustworthy enough to receive your personal and/or financial information.</p>
<p><b>Award-Winning Business?</b></p> <p><b>Industry Recognition?</b></p>	<p>Olympic Résumé has received the “Best Business of Seattle” Award in the Career Counseling Category seven years in a row – via SmallBusinessExcellence.org. Also, my firm has been in the top three of the “Best Résumé Writer in Seattle” list from 2019-2026 per FindMyProfession.com.</p> 	<p>It’s uncommon that a career development professional will have a proven track record of industry awards and accolades.</p>

---

**IF YOU THINK IT'S  
EXPENSIVE TO HIRE A  
PROFESSIONAL TO DO THE JOB, WAIT  
UNTIL YOU HIRE AN AMATEUR**

Red Adair

---

*Logos and/or organizations noted in this comparison guide are used for illustrative and educational purposes only. All logos, copyrights, service marks, and/or trademarks are the property of their respective owners. No endorsement by any agency, organization, individual, or entity is expressly implied.*

---



---

Olympic Résumé | John Davidsson  
[www.OlympicResume.com](http://www.OlympicResume.com)  
[www.ArchitectInfinity.com](http://www.ArchitectInfinity.com)  
[www.TacticalMBA.com](http://www.TacticalMBA.com)  
[www.Linkedin.com/in/JohnDavidsson](http://www.Linkedin.com/in/JohnDavidsson)  
6100 219th St SW  
Suite 480  
Mountlake Terrace, WA 98043  
Main: 425-239-4909  
Local: 206-321-1736  
john@olympicresume.com