

Proposal

Date. 9 July 2026

Prepared for: Lisa Bingham

Prepared by: Erik Esparza

Project Overview

This proposal outlines the resume development service designed to help Lisa create a polished, professional, and versatile resume that reflects her experience across teaching, scheduling coordination, and design/decor interests.

The goal is to develop a strong general resume that presents her background clearly, professionally, and in a way that supports multiple areas of opportunity. In addition to the resume, this package includes three complementary cover letters tailored to her primary areas of interest.

1. Professional Resume Development

A professionally written and edited general resume designed to:

- present Lisa's experience in a clean, professional format
- strengthen wording, structure, and overall positioning
- highlight transferable skills across multiple areas of interest
- create a more polished and marketable presentation of her background
- support opportunities in education, scheduling/coordination, and design/decor-related roles

2. Resume Strategy and Content Refinement

This includes:

- review of current resume material
- refinement of existing content
- stronger professional wording and positioning
- organization of experience for clarity and impact
- alignment of her background with broader job opportunities
- editing for professionalism, readability, and stronger presentation

3. Five Complementary Cover Letters

Five customized cover letters will be created to support different areas of interest::

- Teaching / Education
- Scheduling Coordinator / Administrative Support
- Design / Decor / Creative Support

Each cover letter will be written to reflect Lisa's transferable strengths and provide a professional introduction tailored to that area of application.

Deliverables

Lisa will receive:

- 1 professionally revised general resume
- 3 tailored cover letters for separate areas of interest
- final documents in editable format

Investment

Total Project Fee: \$250

To Begin: 50% non-refundable deposit

Remaining Balance: Due upon completion and prior to final delivery of completed documents

Payment Terms

A 50% non-refundable deposit is required before work begins.

Because significant time, planning, writing, and strategy go into the resume development process, the deposit secures the project and covers the initial work involved in drafting, positioning, and document development.

Work will begin once the deposit has been received.

Notes

This proposal is designed to create a polished and professional career package that gives Lisa flexibility in applying across multiple areas while still presenting a cohesive personal brand.

If additional versions, rewrites, or new targeted documents are requested beyond the agreed scope, they may be quoted separately.

Acceptance

By submitting the deposit, Lisa agrees to move forward with the resume development package outlined above.

Thank you,

Erik Esparza
Brand Strategist & Creative Director