

January 02, 2012

Dear Media Professional:

Did you know that among the millions of Americans facing a grueling job market and long-term unemployment, many are anxiously searching for any advantage to find a job? In their desperation, they are turning to expensive resume writing services and self-proclaimed career specialists for help. But, if these services don't teach Americans how to advertise themselves in today's highly competitive global marketplace, they are destined to fail.

A new product aims to give back the advantage to employees. Resume Advantage Pro, the online resume writing video workshop program, is offering a refreshingly new alternative to pre-Digital Age resume advice.

Resume Advantage Pro teaches the secrets of successful resume writing and career marketing to include resume optimization for the Internet, writing techniques to attract employers, setting up a comprehensive job search plan, and much more...

In this time of economic hardship and uncertainty, individuals and families are hungry for real-world solutions to their employment situation. I am confident that Resume Advantage Pro could provide that competitive edge for long-term career success.

I would like to personally invite you to experience Resume Advantage Pro for yourself, and take this opportunity to introduce the Resume Advantage Pro video workshop program to your audience.

To learn more about the Resume Advantage Pro system, please visit the Online Press Room at: [www.resumeadvantagepro.com/news-media](http://www.resumeadvantagepro.com/news-media)

Please feel free to contact me directly if you have any questions or to discuss a potential interview at [pr@seneea.com](mailto:pr@seneea.com) or via telephone at 702-951-1370. Thank you for your time and I look forward to hearing from you soon.

Sincerely,



Founder, Resume Advantage Pro

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FOR IMMEDIATE RELEASE

## **Most Resume Advice is Obsolete, Claims New Resume Workshop Program Resume Advantage Pro Online Workshop Focuses on Modern Career Marketing**

Las Vegas, Nevada. January 2, 2012 - With the national unemployment rate hovering above 8.5% for more than two consecutive years, many Americans are desperate to find jobs. Now, a new online resume writing program is offering an alternative to the pre-Digital Age advice the workshop's author claims is holding job seekers back.

Old standbys like pre-packaged resume objectives and resume writing services are inefficient in today's highly competitive job market, argues the author, Brian Hirth. His system, **Resume Advantage Pro**, instead tackles topics like career marketing, search engine optimization, and resume writing tactics focused on promoting an employees unique qualifications and skills.

"So much of the resume writing and job hunting advice people follow is outdated," says the author of the video resume writing workshop program. "Most resume writing services are a waste of money because they don't really explain what you need to know to succeed. It's not fair to the average job seeker. I created **Resume Advantage Pro** because I wanted to level the playing field and give everyone a chance to achieve success."

The average job seeker is certainly at a disadvantage in this difficult economic period. Data from the U.S. Labor Department reveals there were 13.3 million unemployed Americans as of November 2011. According to the Vermont Department of Labor, a typical job posting now brings in over 100 resumes, and employers only spend 15 to 20 seconds scanning each resume. But, the author of the **Resume Advantage Pro** system says the unemployed American still has a chance.

"Anyone can stand out with the right marketing tactics," Mr. Hirth says. "**Resume Advantage Pro** is designed to bring job seekers up to date, explaining how to use job hunting strategies and resume writing techniques many people haven't even heard of yet."

Unlike other resume writing workshops, **Resume Advantage Pro** doesn't stop after offering resume advice. **Resume Advantage Pro** aims to teach job seekers how to attract employers and sell themselves. The program uses 14 workshop modules, each covering a specific resume or career topic in detail. Each module uses a multimedia mix of videos, workbook lessons, and mp3 audio recordings to explain the material.

A 7 day trial of **Resume Advantage Pro** is available for \$4.95. The trial comes with a free copy of the audio CD **Resume Secrets and Job Search Strategies**, which provides tips for boosting any resume or career - the buyer just covers shipping. If the buyer decides to continue with the program after the one week trial offer, \$49 covers permanent access to the Resume Advantage Pro member's area.

The video resume writing workshop program **Resume Advantage Pro** is offered exclusively through Seneea Corporation's career-focused website, [ResumeAdvantagePro.com](http://ResumeAdvantagePro.com). The website offers free, informational articles for job seekers, along with testimonials from people who have found career success with Resume Advantage Pro.

For more information about Resume Advantage Pro, please Contact the Seneea Corporation at:

Telephone: 702-951-1370 or via Email: [pr@seneea.com](mailto:pr@seneea.com)

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## AUTHOR BIOGRAPHY

Brian Hirth is the President and Founder of the Seneea Corporation, an ecommerce digital media publication and product development company. Specializing in transforming the online media experience in creating customer focused quality products and services for the ecommerce consumer.

He is the developer and owner of more than 30 ecommerce and information based websites. Most notably, Hirth is known for creating Resume Advantage Pro, an online video resume writing and career development workshop program; and the author of the eBook, College Admission Secrets Exposed an insider guide on how to get into college.

In addition, Hirth has built a distinguished professional career spanning over twenty-two years in Electrical Engineering, Electronics, and Project Management for many of the top companies and government agencies in the United States. Since 2007, Hirth has been exclusively providing independent engineering consulting and subject matter expertise for the US Pentagon and Fortune 500 Companies.



Born and raised in New Jersey, Hirth's adult life has taken him coast-to-coast, to live in thirteen states throughout the United States, from small town communities to major metropolises. His extensive and diverse professional experience, military service, and travels; together have created a base of knowledge and experience that Hirth has captured in the Resume Advantage Pro workshop program.

Brian Hirth received his Bachelors of Science in Electronics Engineering Technology from the Oregon Institute of Technology in 1999. He attended the University of Phoenix Campuses in San Jose California and Wichita Kansas, and earned his Masters in Business Administration in 2005.

In addition, Hirth joined the Army National Guard in 1989 and was the recipient of the Arizona Meritorious Service Medal in 1995. In 1999, he graduated from Officer Candidate School and was awarded an Army's Officers Commission as a Battalion Communications and Electronics Officer. In October 2000, spanning nearly twelve years, Hirth honorably completed his military career, and transitioned to US government contract employment. He currently lives in Miami, Florida and supports engineering consulting projects throughout the United States.

# RESUME ADVANTAGE PRO

YOUR STEP-BY-STEP GUIDE TO ACCELERATE YOUR CAREER

## *Resume Advantage Pro Video Workshop*

### *Accelerate Your Career - Today!*

Resume Fundamentals • Writing Your Introduction & Summary

Categorizing Your Information • Adding to Your Professional Experience

Professional Experience Special Cases • Education, Certifications & Skills

Formats and Optimization • Job Search Strategies

and much more...

**Resume Advantage Pro is a completely different resume writing and job search product.** In fact, resume writing and job hunting is only a small part of what this workshop program is all about. Rather than provide you with basic resume writing templates, resume examples, or a one-size-fits-all resume software package. Resume Advantage Pro teaches the step-by-step methods of career marketing, writing techniques to attract employers, search engine optimization strategies and techniques applied to your resume and supporting documents, and so much more...

Our concept is simple, teach the in-and-out's of career strategies so you can apply them year after year to gain a competitive edge in your career.



### ***Resume Secrets and Job Search Strategies:***

Our popular Audio CD is now available! Discover today how to accelerate your career with this informational compact disk. You will learn why most products such as resume writing software and professional resume writing services over promise, over charge, and under deliver for any long term career success. Learn how to avoid wasting your time and money.

You will explore career tips to get immediate results, how to get your resume noticed by employers, and quality writing techniques for any career level. And of course, job search strategies and techniques you can use for long term career success. If you're one of those select few who values taking control of their career you **MUST** get the CD Today!

