



**Barbara Safani**  
Executive Advisor

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**Role:** Advisors & Coaches

**Expertise:** Executive Outplacement, Resume Writing, Social Media, Portfolio Planning, LinkedIn

**Industry Experience:** Internet, Financial Services, Media

**Certifications:** ACRW, CPRW, NCRW, CERW

**Last Updated:** June 13, 2019

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## BACKGROUND & EXPERIENCE

Barbara Safani is a Client Advisor with Crenshaw Associates with over 15 years of career transition experience. She has advised senior executives across virtually every industry and functional area on job search strategy and helped them transition to new roles, pivot industries, land board seats, and prepare for active retirement.

Earlier in her career, Barbara oversaw talent acquisition, performance management, management development, and learning and development initiatives as a Human Resources professional at American Express. Additionally, she rebranded AOL's Jobs and Careers channel and created/authored content for five franchises related to resume, networking, interviewing, and salary negotiation strategy.

Barbara partners with Crenshaw clients to help them communicate their unique professional story; whether it's in writing or delivered verbally during networking meetings and interviews. She's written more than one thousand resumes, and she is able to extrapolate the key messages that can position her clients for success as they navigate the competitive selection process.

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## INDUSTRY/BUSINESS SEGMENT EXPERTISE

Financial Services, Media, Internet

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## FUNCTIONAL EXPERTISE

Human Resources

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## COMPANIES WORKED FOR

American Express, AOL

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## EDUCATION

M.A., Organizational Psychology, Columbia University

B.A., Psychology, State University of New York at Albany

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## CERTIFICATIONS

4 industry-leading resume writing certifications (ACRW, CPRW, NCRW, CERW) and specialty resume writing certifications in Information Technology, Financial Services, Healthcare, Sales, & Business Development, Public Relations & Marketing, and Human Resources. Various career coaching, personal branding, online identity, and social media certifications.

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## SAMPLE CLIENT LIST

Saatchi & Saatchi, Time Warner Cable, Healthfirst, Visiting Nurse Service of New York, TIAA, Time Inc., Fox, A&E, NewsCorp, NBCU, Dow Jones, Univision

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## PUBLICATIONS

Author of four books on resume writing, job search, and career transition. Columnist for Forbes Coaches Council. Contributor to over a dozen resume writing and job search publications.

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## SPEAKING ENGAGEMENTS

Various career management presentations for Financial Executives Networking Group (FENG), Executive Forum, PepsiCo, Society for Human Resource Management (SHRM), New York State, The Wharton Healthcare Management Alumni Association, New York Society of Security Analysts (NYSSA), Columbia University, Weil Medical College

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## RECOGNITIONS/AWARDS

Winner of more than a dozen Toast of the Resume Industry Awards

Recipient of Career Innovator Award, Career Directors International for developing an interactive career management mobile app

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## BOARD APPOINTMENTS

Former appointments include,

Resume Writer Certification Committee Chair, CDI (Career Directors International)

Second Vice President, NRWA (National Resume Writers' Association)

Board Member and Technology Chair, CMA (Career Management Alliance)

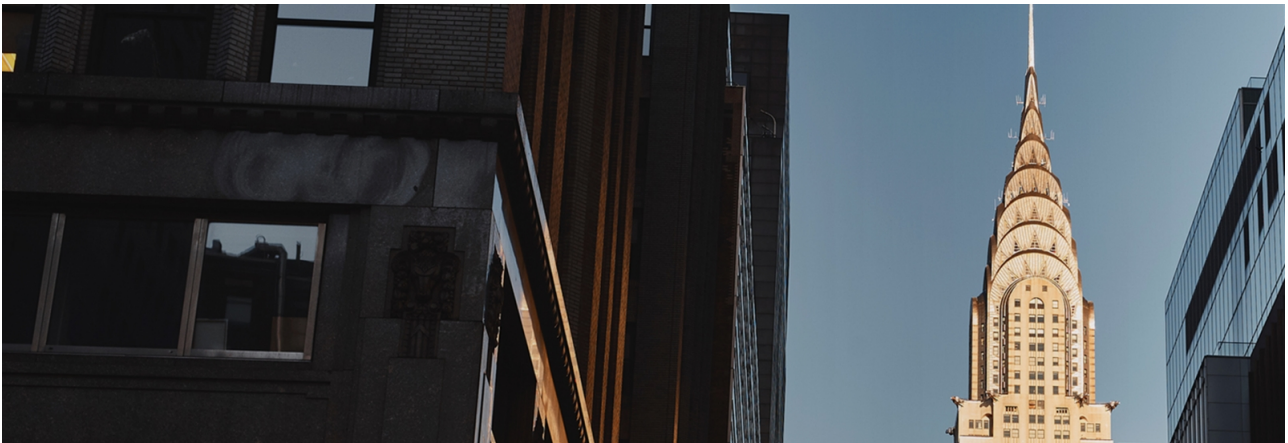
Social Media Chair, Career Thought Leaders Consortium

VP, Membership, Society for Human Resource Management, (SHRM) NY Chapter

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## FUN FACT

Endless fascination with the New York City subway system; collector of subway memorabilia, including a 1925 subway map and assorted jewelry made of retired subway tokens from four decades.



## ABOUT CRENSHAW ASSOCIATES

**40 + years of helping companies and executives thrive.**  
**Delivering today, developing for tomorrow.**

We specialize in understanding top talent – exclusively – and in promoting their success.  
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.