

# ANNE C. FINNEGAN

CAREER COACH, MBA, AND CPRW

(914) 305-1943 | Anne@PrepYourPath.com | www.PrepYourPath.com | www.linkedin.com/in/anne-c-finnegan

*Helping Navigate Early Career Journeys*

## PROFILE

---

Career Coach for students, recent grads, and young professionals. Over 18 years of combined experience in coaching, entry level hiring, and corporate marketing. Help people from more than 100 leading colleges and universities develop their competitive edge and optimize search outcomes in college or graduate school admittance and job search processes.

## EDUCATION

---

**Tuck School of Business at Dartmouth** Hanover, NH  
Master of Business Administration; Concentrations in Marketing and Management 1984

**University of Virginia** Charlottesville, VA  
Bachelor of Arts in Art History, with distinction 1979

## EXPERIENCE

---

**Prep Your Path LLC** Rye, NY  
*Founder and Career Coach (Students, Recent Graduates, and Young Professionals)* 2010–Present

Guide people to achieve their educational and professional career goals by developing tools and skills with the effective and efficient Prep Your Path Method™. Boost capabilities, confidence, and connections, and cultivate a positive mindset.

- Provide services, including résumé, letter, LinkedIn profile, and essay application writing, personal branding, action plans, interview prep, and hourly coaching
- Apply the Prep Your Path Method™ to clarify vision, goals, objectives, strategies, and tactics
- Assist people from more than 100 leading colleges and universities throughout the U.S. and abroad
- Achieve results for clients in over 50 different career paths, including finance, investment banking, sales & trading, accounting, sales, marketing, social media marketing, advertising, public relations, e-commerce, event planning, publishing, broadcasting, consulting, real estate, law, insurance, internet technology, engineering, sustainability, energy, supply chain management, healthcare, medicine, veterinary medicine, education, social services, hospitality, culinary arts, visual arts, sports & entertainment, fashion, and human resources

**Kraft Foods Inc.** White Plains, NY  
*Senior Product Manager/Product Manager/Associate Product Manager (Tang Powder, Tang Juice Boxes)* 1986–1989

Grew the \$100 million U.S. Tang brand business by developing and implementing marketing plans. Lead teams in product development, sales, advertising, marketing research, promotions, packaging, merchandising, and logistics.

- Exceeded sales and financial goals all four years; increased sales 25% overall by introducing a new product line
- Received three President's Awards for outstanding program indicatives, including corporate community service
- Trained and managed assistants and associates; screened and interviewed entry-level candidates

**PepsiCo, Inc.** Purchase, NY  
*Associate Product Manager/Assistant Product Manager (Pepsi-Cola Bottling Group)* 1984–1986

**American Express Company** New York, NY  
*Summer Marketing Intern (Travel Related Services)* 1983

**Ogilvy & Mather Worldwide, Inc.** New York, NY  
*Media Planner/Assistant Media Planner (General Foods, Avon, Hershey's, Pepperidge Farm)* 1979–1982

---

Certified Professional Résumé Writer (CPRW)

The National Résumé Writers' Association, Member

Professional Association of Résumé Writers & Career Coaches, Member

Dartmouth College, Undergraduate Admissions Ambassador, Westchester County, NY (2018–Present)

Miami University, Parents Council and Career Development Committee Member, Oxford, OH (2010–2013)

Participated in entrepreneurial ventures from 1990–2010; raised three young professionals

Date: January 2021