

## For Immediate Release:

### Kehrer Bielan Enhances *Career Connections*

#### *Adds Expert Resume Tips From Andrea Eisenberg to Job-Matching Microsite*

**CHAPEL HILL, NC AUGUST 19, 2015:** Kehrer Bielan Research & Consulting announced this week that it has enhanced its popular *Career Connections* microsite to add expert tips on constructing a resume and writing a cover letter. Through Career Connections, candidates upload their resume and cover letter, and browse open positions. Firms post open job positions and browse the candidate listings. Access is available through a simple sign-on and all services are free.

The tips are provided by Andrea Eisenberg, Managing Director of Preferred Transition Resources in Manhattan. Ms. Eisenberg is a career services leader with over 20 years of experience working with individuals and organizations in transition. “Your resume is your personal representative to your next employer,” Eisenberg commented. “As a result, it is imperative that your resume be clear, concise, targeted and accurate.”

Peter Bielan, Kehrer Bielan principal and the driving force behind *Career Connections*, indicated that adding a useful guide to resume and cover letter essentials was a natural enhancement to the company’s job matching service. “We know that it is the people who make this industry great,” he added. “Kehrer Bielan created this free service to give something back to the industry that has been so good to us. The addition of resume and cover letter tips enhances our ability to help those in employment transition.”

Eisenberg noted that candidates often experience unnecessary stress about a cover letter. “Ultimately the goal of the cover letter is to convince the reader to read your resume and to get the reader thinking about how you could benefit the organization,” she said.

*Career Connections* can be accessed through this link:  
<http://kehrerbielan.com/index.php/component/users/?view=login>

View the resume and cover letter tips in the Tips and Advice forum listed under the Job Seekers board.

**About Kehrer Bielan Research & Consulting.** KBR&C provides the financial advice industry with insights based on a melding of research and experience in managing the delivery of investment, insurance, and wealth management services. The firm provides

performance assessment and benchmarking, human resource management and development, due diligence, consumer insights, and interpretation of industry trends through its original research, unbiased consulting, and peer study groups.

Please visit us at [www.KehrerBielan.com](http://www.KehrerBielan.com) or e-mail [info@kehrerbielan.com](mailto:info@kehrerbielan.com) for more information.

Peter Bielan manages the firm's consulting practice in Talent Development, including compensation surveys, plan design, and research on best industry practices.