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DELTA STRATEGIES FOR MARKETING | 3640 Grand Avenue, Suite 208 | Oakland, CA 94610

Marilyn Tullius, M.S

Resume Writer / Workshop Presenter
Business Communications Specialist

Education

M.S. Anderson School of Management, University of California, Los Angeles. Concentration in Marketing

B.A. Lewis and Clark College, Portland, Oregon. Major in Music

Career Highlights

- After B.A. Learned business operations while working in administrative positions at Capital Records, an advertising agency, a human engineering research firm, and assignments from temporary employment agencies.
- After M.S. Identified business opportunities as a market analyst and then moved into management consulting, concentrating on high technology industries. Was a team member in a large contract for the National Science Foundation to identify bottlenecks in manufacturing processes that could be streamlined through automation. Activities were flowcharted and studied in 18 industries.
- Formed Delta Strategies. Formed my own management consultancy. Focused on market research and business strategy for technology products. Industry emphasis included medical instrumentation, computer peripheral equipment, office automation products, and capabilities such as speech recognition. As President of the Southern California Corporate Planners Association, spurred momentum and grew the organization to 300 professionals, most holding strategic planning responsibilities with leading corporations.
- Formed Ace Words Etc. Transitioned from business-to-business services to working with individuals who needed writing and editing services. Concentrated on resumes, personal statements for students applying to professional schools, and online services including websites. Highlights:
- ▣ More than 1,000 clients for resume, cover letter, and personal statement preparation services.
 - ▣ More than 60 dissertations edited. Served as Pre-Publication Reviewer for Loyola Marymount University, Los Angeles, with final signature authority to accept doctoral dissertations for publication.
 - ▣ More than 100 workshops presented on resume preparation, most at Los Angeles Westside libraries.
- Rebranded as Delta Strategies for Marketing Provide all Ace Words Etc. services plus services for career professionals who are venturing into new businesses. The rebranding timing coincided with a move from Los Angeles to Oakland in August 2012.

Moving Forward

Career interests: Assist individuals in preparing their text and video presentations to advantage, with clear, emphatic expression, including visual impact. Additionally, write on resume preparation issues drawing on marketing communications theories and techniques.