

# Darrell Z. DiZoglio

26 Hopkins Avenue  
Johnston, RI 02919  
Cell: 401.261.2401

Darrell@BarracudaCopywriting.com  
Zane@RighteousResumes.com

## Achievements and Results

Wrote one sales letter that brought in over \$44 million worth of new mortgage sales revenue over two years.

Transitioned Landmark Maps from selling print ads to a marketing focus and increased ad sales from \$200,000 annually over the previous eight years to \$2.1M in first full year of using the Professional Direction Giver Strategy.

Surpassed 20 years as an independent High Performance Copywriter.

Wrote thousands of ads, websites, sales letters, info articles and brochures with great results for clients since 1991.

Ten executive résumé clients were hired promptly with more than a \$20K raise in 2009, 20 in 2010, 32 in 2011 and one earned a \$554,000 consulting contract.

Due to proven trade secrets, 96% of my résumé clients are hired within 90 days.

**Nationally Ranked #1 Résumé Writing Expert** on LinkedIn.com (150 million members) vs. 350 professional peers for four years in a row with the most Best Answer Awards 2008 to 2011.

**Authored the game-changing eBook** "Insider Secrets: Proven Strategies to Get You Hired Quick" in 2011.

No longer required any paid advertising after 2008 due to client referrals, 150 published info articles and expert SEO.

Publisher of Landmark Maps said, "You sold the Mesquite Rodeo? I have been trying to sell them for eight years!"

**My Philosophy:** "One man with a passion will do more than a hundred with an interest." Anonymous

## High Performance Copywriter • SEO Consultant • Business Partner Certified Professional Résumé Writer • Sales and Marketing Writer

### Professional Experience

[BarracudaCopywriting.com](http://BarracudaCopywriting.com) (Owner/Operator), Johnston, Rhode Island 1/91 to Present

#### High Performance Copywriter • SEO Consultant • Editor in Chief

Write high ROI websites, landing pages, direct sales letters, advertisements and email campaigns. Nationally recognized for FEARSOME RESULTS as a Sales, Advertising and Marketing Writer.

[RighteousResumes.com](http://RighteousResumes.com) (Owner/Operator), Johnston, Rhode Island 5/04 to Present

#### High Performance Résumé Writer • Copywriter • Editor in Chief

View transparent client reviews here: <http://www.linkedin.com/in/darrelldizoglio>  
Leverage my expertise from extensive experience as a Hiring Manager, Recruiter and Copywriter.

Rockland Financial Mortgage Company LLC, Cranston, Rhode Island 10/02 to 4/04

#### Sales and Marketing Manager • Recruiter • Multi Million Dollar Mortgage Originator

Promoted January 2003; sales of Conforming, FHA, VA, Commercial and Nonconforming Mortgages.

Ameriquist Mortgage Company, Lincoln, Rhode Island 8/01 to 6/02

#### Assistant Manager • Mortgage Consultant

Highest personal net revenue months \$72K and \$69K; routinely #1 in sales and client satisfaction.

Danish Inspirations, Dallas, Texas (Scandinavian and Italian Fine Furniture) 10/98 to 12/00

#### Sales Consultant • Recruiter • Rainmaker

Shattered all previous sales records; recruited staff for owner; #1 in sales in 26 of 26 months.

Gordon's Jewelers/Zale Corporation, Dallas, Texas 11/95 to 6/97

#### Store Manager • Recruiter – Routinely #1 Store in sales and new credit accounts in region.

**Recruited here, previously managed for Gordon's Jewelers from 06/88 to 11/89 in VT.**

Affordable Mortgage, Dallas, Texas 1/94 to 6/96

#### Mortgage Originator of Conforming, FHA and Sub Prime loans; earned annual MVP Award twice.

Averaged 1.3 million dollars and ten closings per month in year one; always #1 in sales thereafter.

Landmark Map Guide Inc., Dallas, Texas 2/91 to 12/93

#### Sales and Marketing Manager • Recruiter • Copywriter – The tourist and visitor guide to DFW.

Always #1 in advertising sales; promoted into management after only one full month on the job.

### Areas of Expertise

- ▶ Sales, Advertising and Marketing
- ▶ Convincing and Compelling Sales Writing
- ▶ Business Solutions
- ▶ Proven Copywriting Expert
- ▶ Leadership and Management
- ▶ **Internet Copywriting: My Sales Writing Sells Millions for Clients Annually**
- ▶ Sales Psychology
- ▶ Target Marketing
- ▶ Luxury/High-End Sales and Marketing
- ▶ Negotiating Contracts/Closing Sales
- ▶ Sales Force Training
- ▶ Recruiting Staffs
- ▶ Increasing Revenues with Creative Ideas
- ▶ Relationship Building
- ▶ Editing and Proofreading

### Education and Professional Development

Rhode Island College, Providence, RI from 1987 to 1988 for Management and Marketing

Austin Community College, Austin, TX from 1986 to 1987 for Management and Marketing

University of Houston, Texas from 1984 to 1985 for Management and Marketing

Bryant University, Smithfield, RI from 1982 to 1984 for Management and Marketing

**CERTIFIED PROFESSIONAL RÉSUMÉ WRITER, Professional Association of Résumé Writers**

MS Word, Excel and PowerPoint Certified. Attended several top sales seminars annually.