

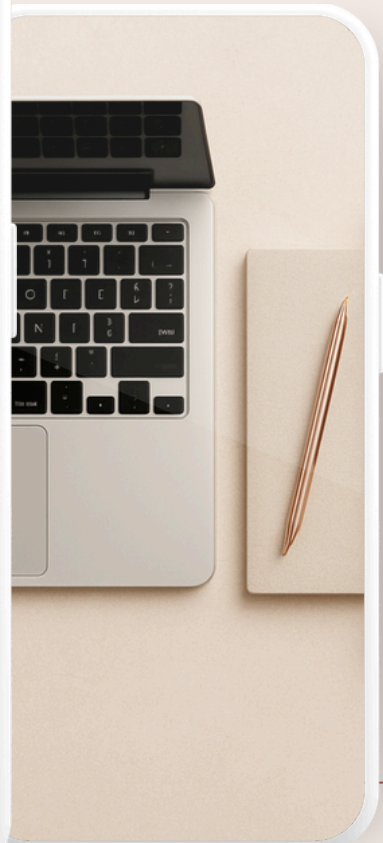


THE CAREER ELEVATION PLAYBOOK

THE REASON WHY YOU'RE  
NOT LANDING THE ROLES YOU  
DESERVE - AND WHAT TO DO  
ABOUT IT

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You're not stuck. You're not positioned - yet.



# Welcome!

## Let's start here

If you're reading this, I want you to pause for a second and be honest with yourself.

You know you're capable of more.

Not in a vague, "maybe one day" kind of way...  
But in a very real, grounded way.

You've put in the time.  
You've built the experience.  
You've shown up, delivered, figured things out.

And yet...

You're either:

- not being considered for the roles you actually want
- not being paid what you know you're worth
- or sitting in a space that feels... misaligned

And it's frustrating.

Because from where you stand, it doesn't make sense.

**"How are they in that role... and I'm not?"**

# Core Truth

## The truth most people don't tell you

There's a narrative out there that if you:

- work hard
- gain experience
- stay consistent

...everything will eventually fall into place.

And while that can be true, it's incomplete.  
Because in today's market?

- ☞ Visibility matters
- ☞ Messaging matters
- ☞ Strategy matters

You can be incredibly talented—and still be overlooked.

Not because you lack value...

But because that value isn't being communicated in a way that lands.

**And that's the gap.**

# When everything looked right, but felt off...

## Part 1: Let me make this real for you

There was a moment in my career that looked like a step forward—at least on paper.

The organization went through a restructuring, and I was moved out of my recruiting role into a Global Analyst position.

From the outside?

It sounded like a great opportunity.

“Global” title.

More visibility.

A step up.

Even people around me—people I respected—told me:

“Take it. If you don’t, you might not have a job.”

They were looking out for my stability.

So I took it.

## **Part 2: But the reality was different**

I told myself:

- “This will lead to something bigger.”
- “I’ll learn to love it.”

It didn’t take long to feel the disconnect.  
The role was far more administrative than it appeared.

I was:

- running reports
- paying invoices
- doing work that didn’t energize me

Even the small things started to wear on me.

The commute was longer.  
The support wasn’t there.

And the biggest thing?

**I dreaded waking up.**

And that feeling didn’t go away.

### Part 3: What I realized...it wasn't that I wasn't capable.

☞ It was that I wasn't aligned.

Because what I actually loved was recruiting.

I missed:

- connecting with people
- partnering with hiring managers
- helping someone land an opportunity that could change their life

I knew I was good at that.

And suddenly... that part of me was gone.

I had a choice: Stay quiet or advocate for myself.

I was nervous walking into my Director's office.  
I remember thinking:

- "What if they say no?"
- "What if I can't go back?"

But I also knew:

"I'm not being used in the way I should be."

So I spoke up.

## Part 4: What happened next

I didn't just say I was unhappy.

I showed:

- where I was misaligned
- where I added value
- and a gap I could fill

There was no ownership of internship and graduate programs.

So I said: "This is something I can lead."

That conversation changed everything.

A role was created.

Within two months, I stepped into something aligned.  
That role became the foundation for:

- ☞ becoming a Manager
- ☞ and eventually a Global Director

## **Part 5: The lesson**

What that experience taught me

- It's not enough to be capable—you have to be positioned
- It's not enough to do good work—you have to communicate your value
- It's not enough to wait—you have to advocate for yourself

Opportunities don't always show up aligned.

**Sometimes you have to reposition yourself and create them.**

## What you've probably tried (and why it hasn't worked)

If you're like most of the clients I work with, you've already put in effort.

You've:

- updated your resume (maybe multiple times)
- applied to roles online
- reached out to a few people
- watched videos, read articles, tried to “figure it out”

And still...

The results don't match the effort.

Here's why:

👉 You've been operating without a clear strategy.

And when there's no strategy, everything feels:

- reactive
- inconsistent
- exhausting

## Where it's actually going wrong

Let's break this down in a real way.

Because once you can see it clearly—you can change it.

### 1. You don't have clear direction

You're open to:

- different roles
- different industries
- different possibilities

Which sounds like flexibility...

But in reality?

👉 It creates confusion.

Because when you're not clear:

- your resume becomes generic
- your LinkedIn lacks focus
- your conversations feel scattered

And the people reviewing your profile?

They don't have time to figure you out.

## 2. Your resume is telling the wrong story

Most resumes focus on:

- tasks
- responsibilities
- day-to-day work

But hiring decisions are made based on:

- ☞ impact
- ☞ results
- ☞ value

So instead of:

“Responsible for managing projects”

It needs to show:

“Led X initiative that resulted in Y outcome”

Because the question is always:

☞ “What happens if we hire this person?”

### 3. Your LinkedIn is outdated (even if it's updated)

You might have:

- all your roles listed
- a summary written
- a decent profile photo

But if your LinkedIn is positioned for:

👉 where you've been

Instead of:

👉 where you're going

You create a disconnect.

And that disconnect?

👉 Costs you opportunities.

#### **4. You're applying without a strategy**

This is one of the biggest ones.

You see a role → you apply → you hope.

And when nothing happens?

You apply to more.

But there's no:

- targeting
- positioning
- relationship-building

So it becomes a numbers game.

And that game?

👉 rarely works in your favor.

#### **5. You're not owning your value**

This one runs deeper.

You hesitate when:

- talking about your achievements
- positioning yourself for bigger roles
- asking for more money

You question:

- “Am I ready?”
- “Do I have enough experience?”

And that energy shows up everywhere:

- ☞ your resume
- ☞ your LinkedIn
- ☞ your interviews

### **The shift that changes everything**

At some point, you have to stop thinking like:

- ☞ “I’m trying to get a job”

And start thinking like:

- ☞ “I’m positioning myself for my next level”

That shift alone changes:

- how you show up
- how you communicate
- how others perceive you

## The Career Elevation Framework

This is the foundation of the work I do with leaders. And this is what actually creates momentum.

### 1. Clarity

Before you touch your resume... before you apply anywhere...you need to answer:

- What roles actually make sense for me?
- What kind of work do I want to be doing?
- What compensation am I targeting?
- What does alignment look like for me?

Because clarity drives everything else.

### 2. Positioning

This is where we bring your story to life.

You need to:

- highlight your impact
- connect your experience to your next role
- communicate your value clearly

So when someone reads your profile, they immediately understand:

- ☞ who you are
- ☞ what you bring
- ☞ where you fit

### 3. Strategy

This is where most people skip ahead—and struggle.

Strategy looks like:

- identifying target companies
- being intentional with outreach
- positioning yourself before you apply

This is how you move from:

👉 applying blindly to 👉 being considered intentionally

### 4. Execution

Now you move.

But not from a place of:

- confusion
- doubt
- inconsistency

You move with:

- 👉 clarity
- 👉 confidence
- 👉 direction

And that changes how you show up in:

- applications
- conversations
- interviews

## What you can do right now

Let's bring this into action.

### 1. Rewrite one resume bullet

Take one bullet and ask:

- What was the outcome?
- What changed because of me?
- What impact did I have?

Then rewrite it with that in mind.

### 2. Update your LinkedIn headline

Instead of just your title...

Add:

- your area of expertise
- your impact
- your direction

Make it clear.

### 3. Identify 10 target companies

Not 50. Not 100.

Just 10.

And ask:

- Why these companies?
- What roles make sense there?

This creates focus.

### 4. Practice your story

Say it out loud.

If someone asked:

“Tell me about yourself”

Would you feel:

☞ clear

or

☞ unsure

This is something you can refine.

## **Now let me be real with you**

You can absolutely take all of this and start making progress.

And I encourage you to.

But here's what I've seen over and over again:

People start strong...

And then they stall.

Not because they're not capable.

But because:

- they second-guess
- they overthink
- they don't have structure or support

And eventually...

👉 they stop.

**If you're ready to do this differently, this is where I come in.**

Depending on where you are, there are two ways we can work together. Curious? Keep reading...

## **Career Brand Blueprint™**

This is where we:

- define your direction
- revamp your resume + LinkedIn
- build your strategy

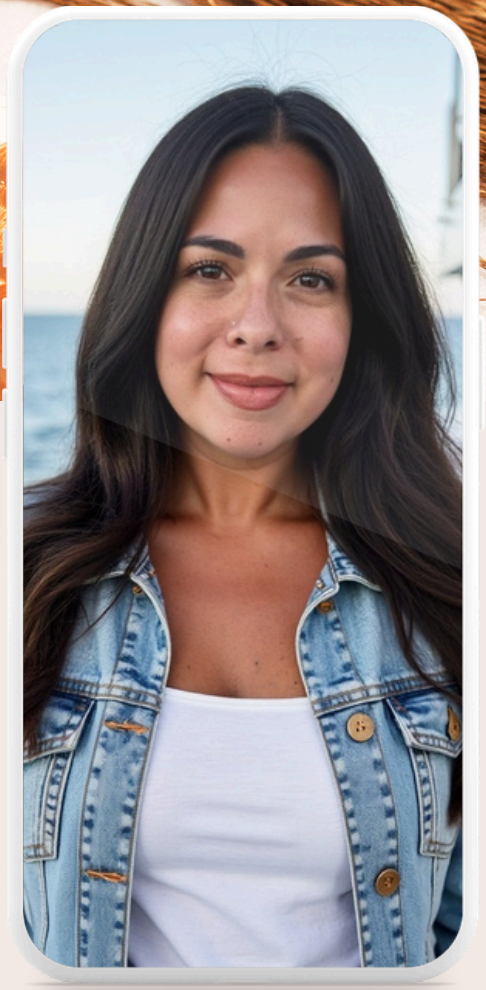
👉 If you need clarity and positioning—this is your starting point.

## **Career Elevation (3-Month Coaching)**

This is where we:

- execute your strategy
- prepare you for interviews
- support you in real-time

👉 If you're ready to move—and want guidance every step of the way—this is for you.



## About Cynthia

Cynthia Angulo is a Career & Mindset Coach and former Talent Acquisition Leader with nearly two decades of experience inside corporate hiring and leadership.

She has reviewed thousands of resumes and understands exactly what makes someone stand out—or get overlooked.

Today, she helps high-performing professionals reposition their careers, build confidence, and step into opportunities that reflect their true value.



## Ready to elevate?

If you're tired of trying to figure this out on your own—and ready to actually move—this is your next step.

## Book your clarity call:

<https://calendly.com/cynthiaangulo/clarity-call>

Please remember...you're not behind. And you're definitely not underqualified. You're just not positioned yet. And once that shifts—everything changes.

*xo, Cynthia A.*

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