

# Darrell Z. DiZoglio

604 Rosemead Dr., Euless TX 76039  
ddizoglio@gmail.com · 469.540.0455  
<https://LinkedIn.com/in/darrelldizoglio>

## ACHIEVEMENTS

Wrote a sales letter that brought in over \$44M in mortgage sales for branch office in two years.

Recognized by LinkedIn.com for writing a Top 1% Most Viewed Profile on LinkedIn during 2012 vs. over 200M others.

Led Landmark Maps transition from selling print ads to marketing services, which increased sales from \$200,000 per year over the previous eight years to a mind-boggling \$2.1M in year one.

Instrumental in launch of 750 startups as Internet Marketing Consultant and Expert Copywriter.

Wrote 289 highly customized Internet Marketing Plans to help 91% of business owners realize revenue goals.

Wrote 357 consecutive business plans that earned bank approval and funding and/or grant funding.

Hired to write 700+ website landing pages as High-Performance Copywriter since 1991.

Earned Platinum Expert Author Status on EzineArticles.com for high quality info articles in 2010.

HowToFindWorkNow.org earned Alexa ranking of 89,469 in US 2012 to 2015 without advertising.

Expert copywriting and marketing skills helped over 11,000 clients secure employment since 2004, most with a healthy raise, advancement, or career change.

Author of the game-changing eBook *Advanced Job Search Strategies for Executives & High-Income Earners* © 2011-2022; 125 pages of HQ content for clients.

## HIGH-PERFORMANCE COPYWRITER - SALES & MARKETING CONSULTANT

### RELEVANT PROFESSIONAL EXPERIENCE

WordsThatSell247.com formerly BarracudaCopywriting.com, Dallas, Texas 1/91 to Present  
**High-Performance Copywriter ~ Sales & Marketing Writer ~ Sales & Marketing Consultant**  
High ROI websites, landing pages, direct sales letters, advertisements, business plans and Internet marketing. Recognized by clients nationwide for Real Results as Internet Marketing Writer/Coach & Consultant. View 77 glowing LinkedIn recommendations on my LinkedIn profile.

RighteousRésumés.com and HighPerformanceResumes.com, Dallas, Texas 5/04 to Present  
**Executive Résumé Writer - Certified Professional Résumé Writer - Editor - Career Coach**  
*Ranked #1 Résumé Writing Expert & Careers & Education Expert from 2008-2/2013 on LinkedIn. Ranked # 2 Job Search Expert Nationwide on LinkedIn from 2009-2/2013.*

HowToFindWorkNow.org, **CMO/Head Writer/Editor/Webmaster**, Dallas, TX 01/12 to Present

Rockland Financial Mortgage Company LLC, Cranston, RI 10/02 to 4/04  
**Sales and Marketing Manager - Recruiter - Multi-Million Dollar Mortgage Originator**  
*Promoted Jan. 2003. Sold Conforming, FHA, VA, Commercial and Nonconforming Mortgages.*

Ameriquest Mortgage Company, Lincoln, RI 8/01 to 6/02  
**Assistant Manager - Mortgage Consultant**  
*Highest personal revenue months \$72K and \$69K; routinely #1 in sales and client satisfaction.*

Danish Inspirations, Dallas, Texas (Fine Scandinavian and Italian Furniture) 10/98 to 12/00  
**Sales Consultant - Recruiter - Rainmaker - Multimillion Dollar Producer 1999 and 2000**  
*Shattered all previous sales records; recruited staff for owner; #1 in sales in 26 of 26 months.*

Gordon's Jewelers (a Zale Corporation subsidiary), Dallas, Texas 11/95 to 6/97  
**Store Manager - Recruiter** – Routinely #1 Store in sales and new credit accounts in region.  
*Recruited back, former **Store Manager** for Gordon's Jewelers, S. Burlington, VT 6/88 to 11/89.*

**Mortgage Originator**, Affordable Mortgage, Dallas, Texas 1/94 to 6/96  
*Earned annual MVP Award twice; Multimillion Dollar Producer and #1 in sales 1995-1996.*

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 one month in Sales/Copywriting.*

**Diamond Dept. Manager/Sales Consultant**, Tilden-Thurber Jewelers, Prov., RI 11/89 to 2/91

### AREAS OF EXPERTISE AND STRENGTH

- ▶ Internet Sales, Advertising and Marketing
- ▶ Convincing and Compelling Sales Writing
- ▶ Business Solutions
- ▶ Proven Copywriting Expert
- ▶ Leadership and Management
- ▶ SEM
- ▶ **My Internet Copywriting Sells Millions for Clients Annually**
- ▶ Strategic Planning
- ▶ Consumer Psychology
- ▶ Sales Psychology
- ▶ Target Marketing
- ▶ Finance & Banking
- ▶ Negotiating Contracts/Closing Sales
- ▶ Training Sales Teams
- ▶ Recruiting
- ▶ SEO
- ▶ Increasing Revenues, Market Share & Profit
- ▶ Relationship Building
- ▶ Solutions
- ▶ Editing

### EDUCATION, CERTIFICATIONS, AND PROFESSIONAL DEVELOPMENT

**Bachelor of Science in Management and Marketing equivalent** from 2.5 years at Bryant University, Smithfield, RI; one year at Rhode Island College, Providence, RI; one year at Austin Community College, Austin, TX; one year at University of Houston, Texas; and 30 years as a Business Owner/GM.

**Certified Professional Résumé Writer**, Professional Association of Résumé Writers 2010-2023  
**Graduate**, National College of Real Estate Appraisal and Property Management, Atlanta, Georgia  
**Graduate**, Gordon's Jewelers Management Training Program, Houston Texas (12 months)  
**Dale Vermillion's Mortgage Sales Training; Anthony Robbin's Firewalker & Sales Training**  
**Sandler Sales Training; Zig Ziglar's Secrets of Closing the Sale Training**, Houston, TX