



## WARNING: Some Resume Writing Companies are Publishing Fake Reviews to Mislead You

Published June 17, 2025

*Have you recently searched for [Mary Elizabeth Bradford Reviews](#) or [CEO Resume Writer Reviews](#)? Entry-level firms are trying to attach themselves to us by writing fake reviews of our business. These are not award winning executive resume writers, like Mary Elizabeth Bradford, but they hope you will choose their services over ours.*

If you're searching for executive resume writing services, you may have encountered what appears to be a review of CEO Resume Writer and Mary Elizabeth Bradford reviews (and other firms) authored by a \$399+ resume writing company.

You might wonder why this firm is publishing a "review" of our firm. The answer reveals a disturbing marketing practice plaguing the executive resume writing industry.

### Understanding the Manipulation of CEO Resume Writer Reviews – False Market Alignment of Mary Elizabeth Bradford Reviews

Here's how it works: When you search for "CEO Resume Writer Reviews" or "Mary Elizabeth Bradford Reviews" you'll find their article ranking high in search results. They assign an arbitrary

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score to premium specialty services like CEO Resume Writer and Mary Elizabeth Bradford Resume Writer while offering their own services as an alternative.

This is not only incredibly hostile behavior for an industry built on collaboration and helping others, but it forces comparisons between resume services of wildly different price points, levels of expertise, and specializations. This is called “false market alignment.” This resume services company has done this to hundreds of executive/CEO resume writing and career services firms.

**Additionally and perhaps more importantly, on August 14th of 2024, [the FTC announced publication of its final rule intended to combat fake reviews and testimonials](#). In this case, the rule prohibits the following conduct on fake or false consumer reviews and celebrity testimonials which includes prohibiting reviews generated by someone who did not have actual experience with the business, product or service.**

This isn’t casual comparison marketing; it’s a calculated strategy designed to hijack search traffic and mislead executives searching for professional services.

This practice, also known as “false equivalency marketing” or “parasitic marketing,” serves several purposes:

1. Intercepts executives searching for premium services
2. Creates artificial comparisons between non-comparable services
3. Positions budget services alongside premium offerings
4. Diverts potential clients through search manipulation

### **Why Mary Elizabeth Bradford Cares and You Should Too**

You deserve to know that when you search for executive/CEO resume writer services or Mary Elizabeth Bradford Resume Writer services, you will find real reviews, not marketing content from competitors. Your career transition is too important to be influenced by companies that:

- Never purchased the premium services they review
- Create artificial comparisons between budget and executive services
- Use manipulative tactics to intercept executive job seekers
- Piggyback off virtually any resume writing firm they can find to increase their own exposure

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- Deceive potential clients while justifying their methods with small, hard-to-find disclaimers
- Comfortably misrepresent colleagues
- Prioritize traffic over truth
- Are hostile to their own industry with no collaboration
- Build their business using deceptive practices

### **Before Trusting "CEO Resume Writer Reviews" or "Top 10 Resume Writer" Lists, Ask These Questions:**

1. Is the reviewer qualified to evaluate premium executive services or services with more specialized experience?
2. Have they ever used the services they're reviewing?
3. Are they positioning budget services alongside premium offerings?
4. Are they suggesting their own services as an alternative?

The answers typically reveal everything you need to know about their credibility—and whether they deserve any role in your executive career decisions.

### **The Real Impact of Challenging These Practices**

When legitimate firms attempt to protect their brands, trademarks, and copyrighted materials from unauthorized use, they often face immediate retaliation from firms such as this. For example, when professional services send standard legal requests to remove unauthorized content, these reviewing companies respond by posting “warnings” claiming they “cannot recommend” these firms—solely because they tried to protect their intellectual property.

Consider what this retaliatory response reveals; a company that responds to legitimate copyright and trademark protection requests by publicly threatening others is showing you exactly how it operates. Would you trust your executive career to a firm that attempts to punish other professionals for protecting their legal rights?

### **What Makes a Trustworthy CEO Resume Writing Firm?**

This isn't about market competition. It's about protecting an industry that helps people advance their careers. When success depends more on marketing manipulation than service quality, professionals and clients both lose.

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## **Professional CEO Resume Writing Firms Show Their True Character By:**

- Operating with transparency
- Building success through expertise, not exploitation
- Being truthful about their market position
- Focusing on client success, not competitor harassment
- Operating transparently, not through hidden agendas
- Respecting industry boundaries and professional ethics
- Contributing positively to the profession
- Following the ethical standards and guidelines of their industry associations

## **Think About It: Companies Reveal Their Character Through Their Actions**

A CEO resume writing firm that purposely elects to build their business by deceiving clients and attacking colleagues shows you exactly who they are.

Would you trust your executive career to a company that:

- Creates fake reviews to mislead clients?
- Retaliates against firms protecting their rights?
- Manipulates search results to intercept clients?
- Pretends to be what they're not?
- Has a terrible track record of unethical behavior inside their own industry?

True professionals don't need these tactics. They succeed through expertise, integrity, and genuine client service—not deception and manipulation.

That is why you will not find legitimate and trustworthy executive resume writing firms and established career services practitioners engaging in deceptive marketing practices. The reason is simple: it fundamentally violates their professional ethics. For these professionals, integrity isn't just a marketing buzzword—it's the foundation of their business model and professional reputation.

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## Other Ways Search Results for CEO Resume Writers or Mary Elizabeth Bradford Resume Writers are Being Manipulated

The strategy to dominate CEO resume writing search results is systematic and concerning. This company has created hundreds of “Top 10” lists targeting every conceivable market:

- “Top 10 Resume Writers in [Country]”
- “Top 10 Resume Writers in [City]”
- “Best Resume Writers for [Industry/Level]”

Look closer at these lists, and a pattern emerges. The company creating these “reviews” invariably:

- Ranks themselves #1 on every list
- Awards themselves perfect 100% scores despite listing their own “cons”
- Penalizes competitors for similar “cons” with lower scores
- Gives low scores to many well-known, highly regarded, award-winning, and highly decorated industry thought leaders
- Disparages executive resume writing firms who do not have client reviews on third-party review sites—when it is well known that those very sites can be manipulated
- Shows a lack of understanding of the very markets they claim to be experts in, such as questioning why C-suite executives at the highest levels of business are not writing public reviews on third-party sites about the executive resume writing firms they discreetly retain—when it is common knowledge top executives would never speak of such things publicly
- Positions their affiliate companies in second place
- Writes about themselves in the third person to create false objectivity
- Claims they have specific certifications that turn out to be self-created

A small disclaimer link suggests this is all acceptable because it’s “just their opinion.” But consider the manipulation at play: **A resume writing service claims expertise at every price point, location, and specialty, creating hundreds of comparison lists that rank themselves first while pretending to objectively evaluate premium services it has never used.**

This calculated effort to flood search results with artificial comparisons makes it hard for executives to find genuine information about professional services.

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## What About Federal Trade Commission (FTC) Guidelines?

It is worth further exploration if these practices fall within FTC guidelines:

- Transparent disclosure requirements
- Comparative advertising standards
- Review authenticity requirements
- Material connections disclosure

## Predatory SEO Practices: Understanding False Market Alignment, Content Cannibalization, Price Bracket Manipulation, and More, in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews

Further examining these aggressive SEO practices, we find a pattern of digital territory capture that is not designed to add value for job seekers at any level but rather to dominate search visibility through volume and manipulation.

These tactics create an artificial authority that can drown out legitimate executive resume writing service providers, regardless of their expertise or track record.

When researching CEO resume writing services or Mary Elizabeth Bradford Resume Writing services, be aware of these various forms of deceptive marketing:

## False Market Alignment in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews

False market alignment occurs when a company artificially creates comparisons between services that aren't competitors. For example, when a \$399 resume service places itself alongside premium \$3,000+ executive services in comparison lists, it deliberately creates misleading market equivalencies. This practice ignores fundamental differences in service depth, client level, and market focus.

## Geographic and Service List Manipulation in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews

This practice involves creating hundreds of "Best Resume Writer" lists targeting different locations and specialties:

- "Best Resume Writers in [City/Country]"
- "Top Executive Resume Writers in [Location]"
- "Best [Industry] Resume Writing Services"

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Each list mysteriously ranks the reviewing company #1 despite having no physical presence or expertise in these markets.

## **Content Cannibalization in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews**

Content cannibalization occurs when a resume writing company creates multiple pages targeting competitors' brand names to dominate search results. When you search for a specific resume writing service, you instead find numerous "reviews" designed to divert you to their own service.

## **Brand Jacking in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews**

Brand jacking happens when resume writing companies publish unauthorized "reviews" using competitors' trademarks, content, and brand names without permission. They hijack established reputations, often casting just a seed of doubt, in an attempt to intercept potential clients through search results.

## **Third-Party Review Sites – Review Gating and Manipulation in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews**

This occurs when resume writing companies use paid plans on third-party review platforms to hide negative feedback and selectively display positive reviews. They might also create waves of positive reviews to bury legitimate negative experiences.

Trustpilot, Site Jabber, Google Business Profiles, and even the BBB offer paid plans to businesses, giving them more control over the reviews you see.

## **False Equivalency Marketing in Top CEO Resume Writer Reviews and Mary Elizabeth Bradford Reviews**

This practice involves budget or generalist services pretending to be qualified to evaluate and compare themselves to any and all other services, regardless of size, specialty, price, experience, or any other defining factors usually relied upon to make accurate comparisons.

## **The Collective Impact of These Practices:**

- High probability of revenue diverted from legitimate providers annually
- Erosion of industry trust and professional standards
- Confusion for executives seeking services
- Damage to authentic industry relationships

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- Compromised decision-making for clients

## **Protecting Yourself: How to Find Legitimate Executive Resume Writing Services in an Unregulated Industry**

If you are seeking a values-led executive resume writing services firm, one critical indicator of their ethics is their marketing practices. If a resume writing services company engages in the behaviors mentioned above, you can now proceed with your investment decisions from a more informed position.

You can also look at a company's involvement in the careers industry, including membership, awards, and contributions. You can explore industry association lists (such as Career Directors International) to find writers by certification, awards, or specialization.

The most respected executive resume writing firms recognize that their actions shape not only their own reputation but the credibility of the entire profession. They understand that true industry leadership means maintaining high ethical standards, fostering professional collaboration, and building genuine relationships with clients and colleagues. This is how lasting reputations are built and how the executive resume writing industry continues to evolve and serve its clients with excellence.

## **CEO Resume Writer Reviews – The Real Cost of SEO Manipulation in the Resume Writing Industry**

As we conclude this examination of manipulative marketing practices in the resume writing industry, the scale and determination of these operations demand our attention. This isn't just about individual executive resume writing services "reviews;" it's about a systematic attempt to dominate search results through content farms that target every level of service provider, from basic resume mills to boutique executive resume writing firms.

Each competitor becomes fodder for hundreds of manufactured comparison pages, multiplied across locations and service variations. These pages build an artificial authority that clouds genuine market offerings.

The cost to executives is potentially tangible and significant. Beyond wasted hours evaluating misleading comparisons, there are potential negative career consequences: delayed transitions, investments in mismatched services, missed opportunities with better-aligned providers, and potentially compromised career documents that don't meet true executive standards.

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## Standing Up for Industry Integrity

The damage from these deceptive practices in the executive resume writing industry extends far beyond misleading individual executives. The financial and ethical toll on our industry is potentially profound:

- Legitimate firms lose revenue annually to traffic hijacking
- Marketing costs increase as established companies defend their brands
- Service prices potentially increase to cover these defensive measures
- Innovation suffers as resources shift from excellence to survival
- Professional standards erode as manipulation overshadows merit

As I publish this exposé, I'm acutely aware of the ongoing risks. Companies engaging in these practices have shown they'll retaliate against anyone who challenges them—through aggressive bad reviews, fake reviews, threats, and other forms of harassment. Knowing what we know now about these parasitic marketing methods, no one is overly surprised.

When an industry built on trust and professional collaboration allows these practices to continue unchallenged, we all lose. As executives ourselves, we understand that leadership sometimes requires taking uncomfortable stands against unethical behavior, even at personal risk.

We are emboldened with the hope that the more exposure these predatory marketing practices receive, the less they will plague the resume writing and careers industries.

Some industry professionals have written publicly about the deceptive tactics used by certain resume firms that fabricate rankings, harass critics, and retaliate against competitors. You can read one such account [here](#).

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## ? Frequently Asked Questions

### How can executives tell if a resume writer list is fake?

Many so-called "Top 10" lists are created by marketing firms or resume mills. Watch for signs like vague selection criteria, firms you've never heard of ranking themselves #1, or lists that appear across dozens of unrelated locations or specialties.

### What certifications should real executive resume writers hold?

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Look for resume writers who are certified by recognized industry associations, such as **Career Directors International (CDI)** or the **National Résumé Writers' Association (NRWA)**. These credentials require verified training, testing, and adherence to ethical standards.

### **Are 'Top Resume Writer' lists trustworthy?**

Not always. Some lists are created solely to drive business to the list creator. If the same company ranks #1 on every list across cities, industries, or job levels — be cautious. It's better to rely on direct referrals or vetted associations.

### **What's the safest way to find a qualified executive resume writer?**

Start with trusted professional associations like [Career Directors International \(CDI\)](#), ask for referrals from your executive network, and look for firms with a long track record, visible credentials, media recognition, and clear service guarantees.

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#### *About the Author Mary Elizabeth Bradford: A Statement of Professional Concern*

*As founder and executive director of [CEOresumewriter.com](#), a boutique firm that exclusively serves C-suite and board executives worldwide since 2008, I feel compelled to address these industry practices. My perspective comes from 25 years in the careers industry, including experience as an executive search firm operator and current leadership in the executive resume writing profession.*

*My commitment to industry excellence is demonstrated through seven advanced certifications, active participation in leadership roles (including committee work, judging panels, and professional mentoring), and membership in major professional associations, including Career Directors International and Career Thought Leaders.*

*I choose to speak out not just for my firm but for an industry built on trust and professional integrity. While this article represents my professional opinion, it's grounded in decades of industry experience and a deep commitment to maintaining the ethical standards that best serve executive job seekers.*

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