



## Alfreda Reliford

“To stay focused you have to be grounded in your spirit first, that will keep your mind and heart at peace to move forward positively.”, says entrepreneur Alfreda Reliford. The vision for her business, Perfectly Suited Career Consulting (PSCC) was inspired from her employment with The Georgia Department of Labor-Brunswick Career Center in Brunswick GA. Alfreda witnessed men and women of all ages frustrated with unemployment. She wanted to instill confidence in these individuals so that they could present their best self to job opportunities. Alfreda explains, “They didn’t understand the process of creating the kind of résumé that would best reflect their skills.

I would then teach them how to articulate these skills and abilities in an interview. It’s easy to tell someone, ‘no’, in an interview but they need the support to learn and be better from somewhere. This is where Alfreda stepped in and opened her business in 2008. Perfectly Suited Career Consulting is a career and professional development consulting firm dedicated to “Developing a Qualified and Retainable Workforce...Tailor-made for SUCCESS!” Since then, she has worked with staffing agencies, The National Job Corps program with 16-24 year-olds and is currently a Corporate Recruiter for various industries across the United States.

Every entrepreneur has their challenges and Alfreda’s were quite close to home. As a single parent in 1998, she was faced with caring for her parent’s health - congestive heart issues with father, who succumbed and passed away in 2005 and stroke/dementia issues with her mother from 2005 until 2011 when she passed away. Both before age of 60, respectively. Although Alfreda felt depressed dealing with unemployment as well as a personal medical challenge in 2013, she still showed a positive side to her children, Alex and Desiree’. “My faith in God was all I had coupled with a strong connection with those I could lean on when needed. I have a twin brother whose relationship has gotten stronger through these challenges. Staying focused was key.”, says Alfreda.

Since moving to Jacksonville in 2012 she has had the opportunity to meet and network with a variety of businesses and non-profits organizations. These connections have provided collaborative partnership opportunities for PSCC to work with the Mayor’s Office and its Summer Employment program. This has also opened the door for PSCC to train ex-offenders with Operation New Hope. Very exciting! From training workshops and seminars to résumé and interview preparation packages, PSCC tailors to the needs of each individual no matter what demographic. Alfreda is proud to have accredited certification as a Customer Experience Professional recognized nationally and internationally through the Customer Service Institute of America and our Strategic Partner and Curriculum Developer, The Training Bank.

Alfreda lives by two mottos: “Never despise small beginnings.” and “This time next year, I will say to myself, how did I get here?” She has taken several classes at the Jacksonville Women’s Business Center and has found herself utilizing the skills learned while also sharing the concepts when speaking to others. “I took part in the Venture Leadership program and that really opened my mind towards my future in business. At first, I was so intimidated with the level of experience of the other participants and my lack of it, but we came together with the same challenges and were able to encourage each other.” she enthusiastically says. As a recent

Customer Development program graduate, Alfreda says this program is a game changer and a necessary level to reach for all business owners.

Alfreda is very passionate about human resources and recruiting and has now added small business training to her portfolio. Since completing the JAX Bridges cohort, she is now honing her skills to assist fellow participants in creating their own capability statement. She truly enjoys being a catalyst to other entrepreneurs and small businesses, “helping them grow and succeed is mind-boggling and so exciting!” exclaims Alfreda!