

From one-woman show to category leader with PayPal Open

Storeyline Resumes began 25 years ago at founder Robynn Storey's kitchen table. It was just Robynn, a laptop, an aging printer, and the belief that helping other people tell their stories might help her rewrite her own.

After leaving a six-figure corporate job to focus on her young children, Robynn waited tables to support her family and wrote resumes between her shifts, putting that belief into practice one client at a time. What started as a passion project eventually grew into a business serving hundreds of thousands of customers across the globe.

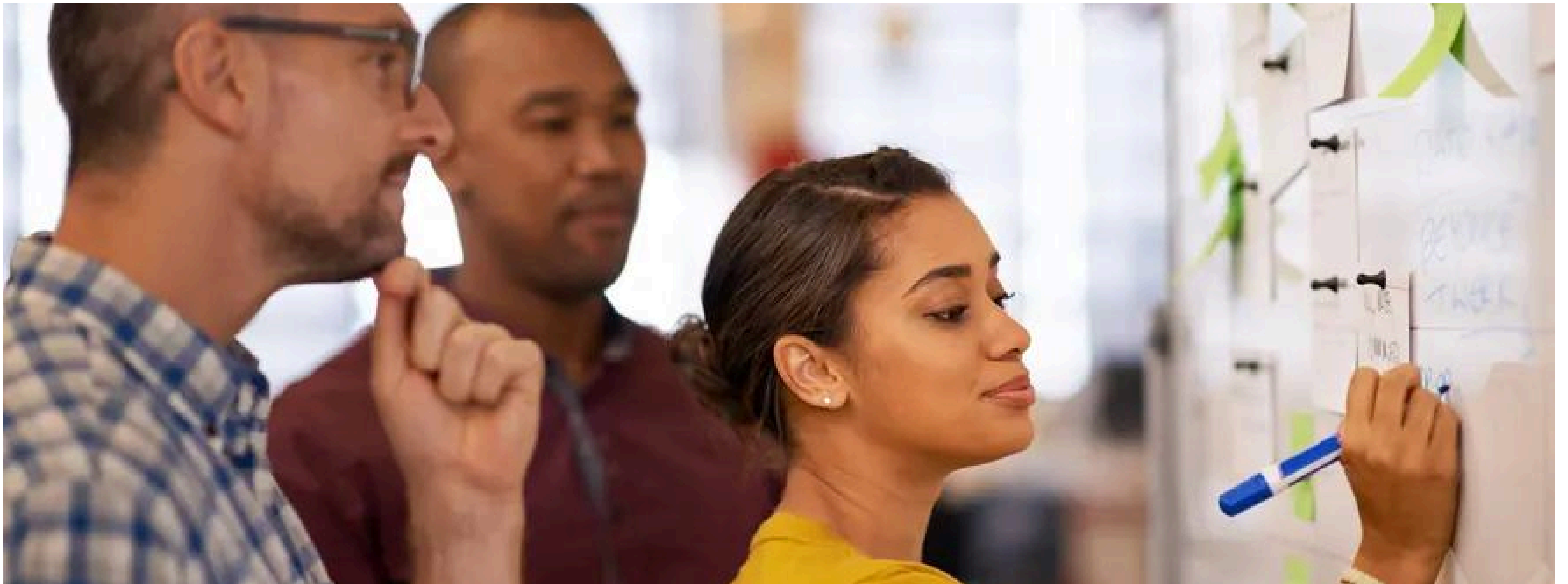
But the journey from neighborhood side hustle to category leader didn't happen all at once. At each stage of the business, Robynn found herself facing the same question: How do you build something bigger when the way you operate can no longer keep up?

The answer wasn't a single solution. It was finding a payments partner able to keep the story moving forward, a role PayPal Open stepped into from the start.



“It made me realize that I could be a regional, a national, and then eventually a global service provider. I could never have done that without PayPal.”

Robynn Storey
Founder, Storeyline Resumes



The opportunity

Manual systems that limited growth

In the beginning, Storeyline Resumes was primarily face-to-face. Clients picked up files on floppy disks, and payment depended on being in the same place at the same time. For a small, local business, it worked.

But momentum came quickly. As word of Robynn's resume talents spread, inquiries began coming from far beyond her community. "I'd get calls from all over the place," she recalls. "I just couldn't work with anyone who wasn't close enough to drive over."

Even with local customers, the process was slow and manual. She emailed resume drafts back and forth, waited for people to make decisions, and met in parking lots to collect payments. Every delay had a real cost. When clients didn't pay immediately, the sale almost always fell through.

Robynn could feel the gap widening between the company she wanted to build and the setup she had. She needed a way to get paid upfront, from nearly anywhere, without chasing invoices or depending on people showing up in person.

Her business had the demand. What it didn't have was the payments infrastructure to meet it.

The solution

PayPal Open keeps up the pace

In 2003, Storeyline Resumes added [PayPal Checkout](#) to its website. Robynn chose PayPal because it gave her the ability to manage checkout tools on her own. As she put it, "I couldn't afford to keep paying for website support, and PayPal made it easy to adjust pricing and packages whenever I needed."

That flexibility immediately reshaped the trajectory of her business. For the first time, Storeyline could serve customers who weren't within driving distance. "Once PayPal was on the site, I realized these people can be almost anywhere," Robynn said. "It opened up the whole country for me."

With online payments in place, Storeyline Resumes really began to take off. But a broader audience also brought new pressure on the sales process. Most sales began with a phone consultation, yet even when clients were excited to move forward, payment depended on long chains of follow-up emails and reminders. The interest was there, but the workflow slowed everything down.

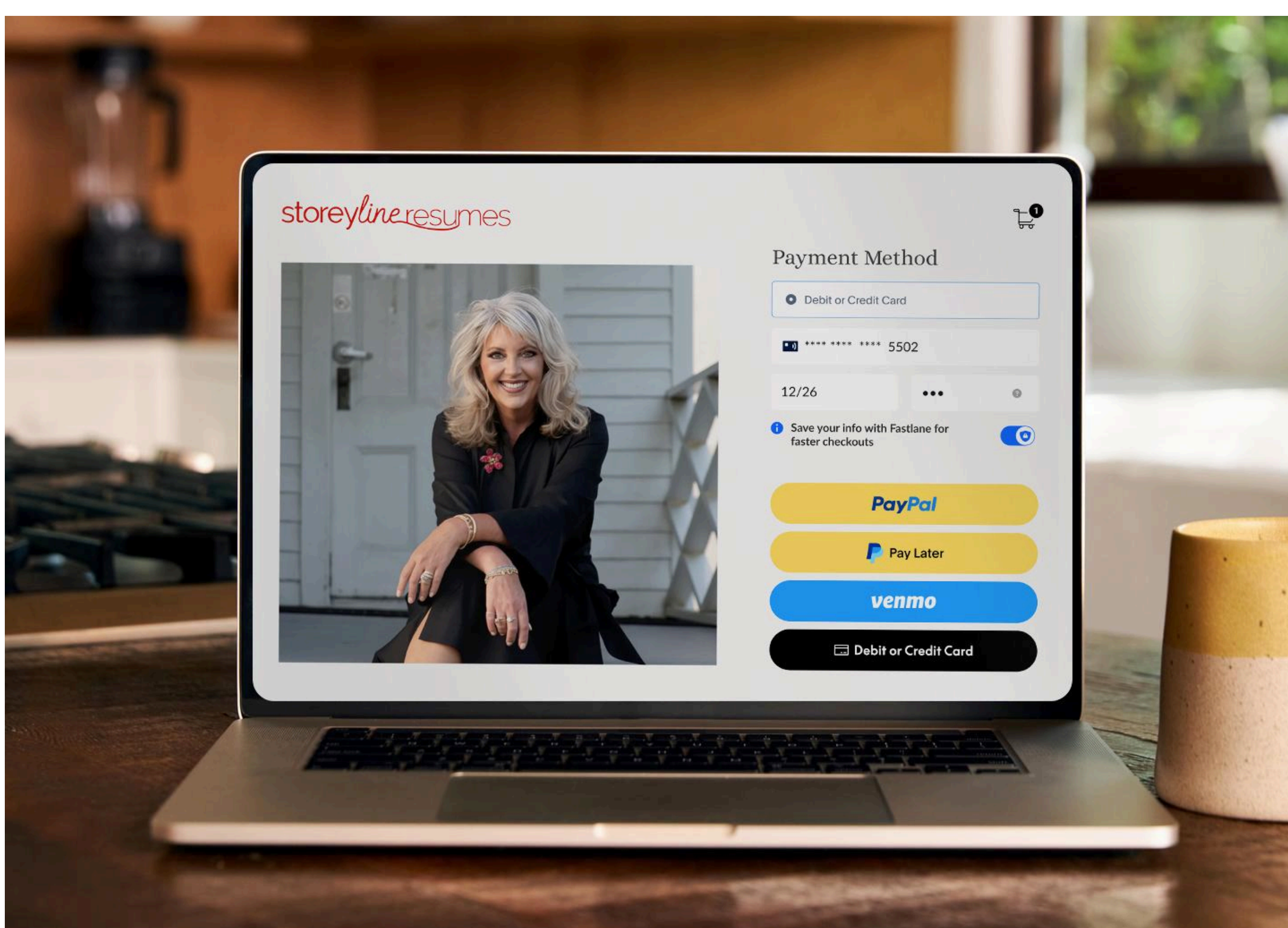
[PayPal Virtual Terminal](#) changed that rhythm. By taking payment during phone consults, Storeyline removed hours of friction from every sale. "It used to take four hours or more to finally get paid. Now we can close in under twenty minutes," says Robynn.

When payments happen on the call, seventy percent of sales close successfully. "People trust PayPal, so they're comfortable paying right away."

As the business expanded, Storeyline layered on additional tools to support that growth. [PayPal Smart Payment Buttons](#) gave online customers the familiar, flexible checkout experience they expected, boosting confidence at the moment of purchase. And as daily volume climbed, [PayPal Invoicing](#) helped reduce administrative workload with automated reminders and clean, reliable reconciliation.

"Everything with PayPal has been easy, simple, very clear-cut, and very straightforward," according to Robynn.

Together, these tools helped Storeyline operate at the speed and scale of its growing customer base, laying the groundwork for the company's next major leap.



PayPal Open

The impact

Financing that filled the gaps

By the 12-year mark, Storeyline was again outgrowing the systems that carried it. Robynn knew the business needed a stronger platform, more automation, and the ability to hire in a meaningful way. What she didn't have was the financial backing to take that step.

"I couldn't go to a bank and get a loan," she recalls. "They just wouldn't do it."

So, she turned to the partner who had already helped her move forward. "PayPal provided us access to funding when no one else would," she said.

Storeyline applied for and received its first PayPal Working Capital¹ loan for roughly \$2,500. It was small, but Robynn put it to work immediately and paid it back in weeks. With each successfully repaid loan, her access grew, and the available funding increased as Storeyline's revenue climbed.

Over time, Storeyline applied for and received more than \$300,000 in loans through PayPal Working Capital, which allowed Robynn to update aging systems, automate key workflows, and finally build the operational foundation she'd always wanted for the company.

¹ The lender for PayPal Working Capital is WebBank. Loans are subject to application, lender approval and availability. Terms and conditions apply.

² Data source from Storeyline Resumes, November 2025. These results may not be typical and may vary substantially by business.

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Sales flowing and business growing

Twenty-five years in, Storeyline Resumes has served more than 400,000 customers. With trusted payment options powering the business, PayPal Open processes 75% of Storeyline's transactions, and the company regularly reaches \$30,000 to \$50,000 in daily sales. And now, with cross border payment enabled, the company has expanded to serve international clients. According to Robynn, "It allowed us to go from a small little regional provider to a global powerhouse."

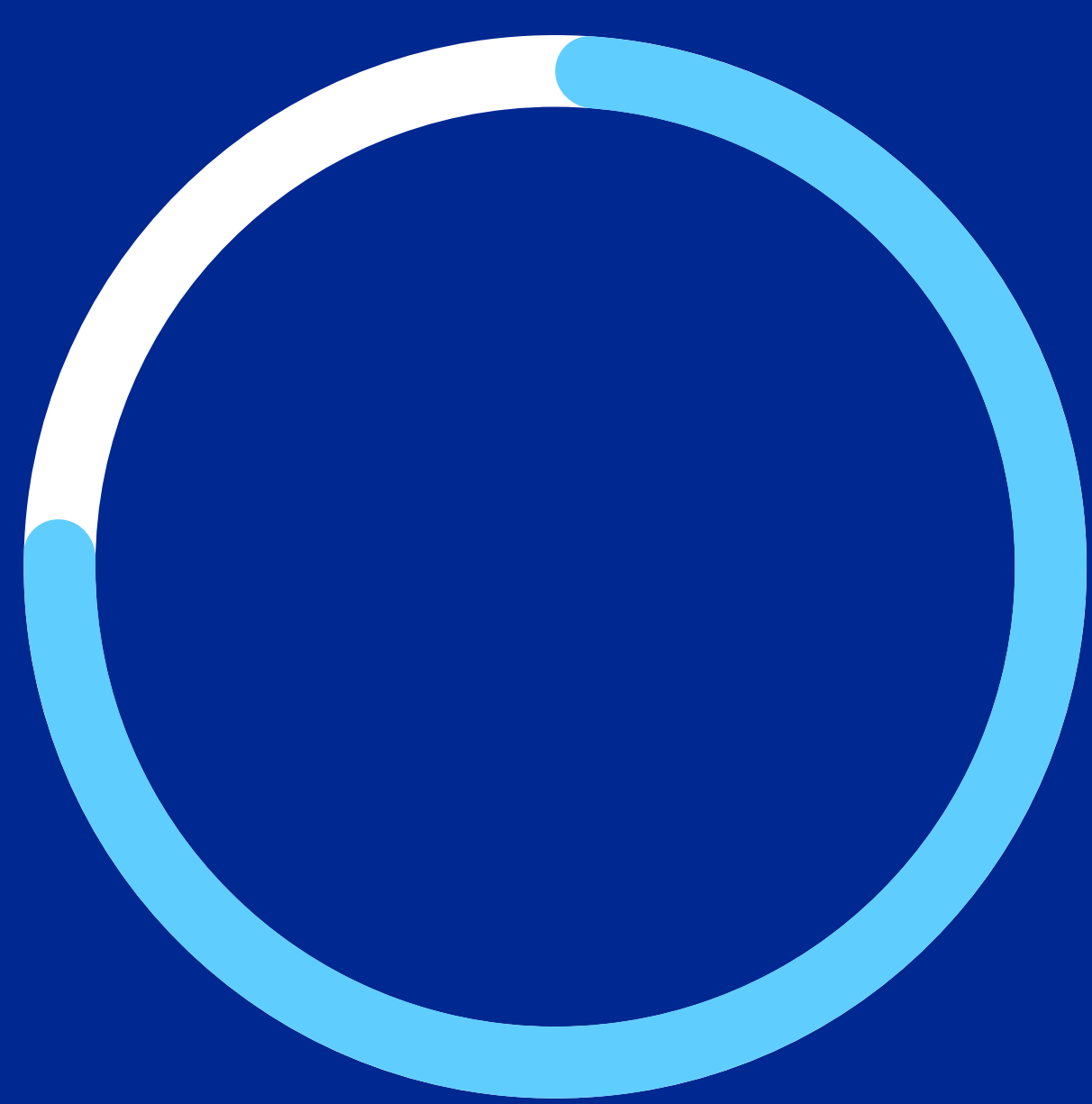
As Storeyline grew, so did its impact. What began with one woman at a kitchen table became a team of nearly seventy employees. Robynn built roles for women who needed flexibility or a path back into the workforce, helping them advance their careers and support their families. That impact, she says, is the part she's proudest of.

"It's great to make money," she said. "But empowering families is my crowning achievement."

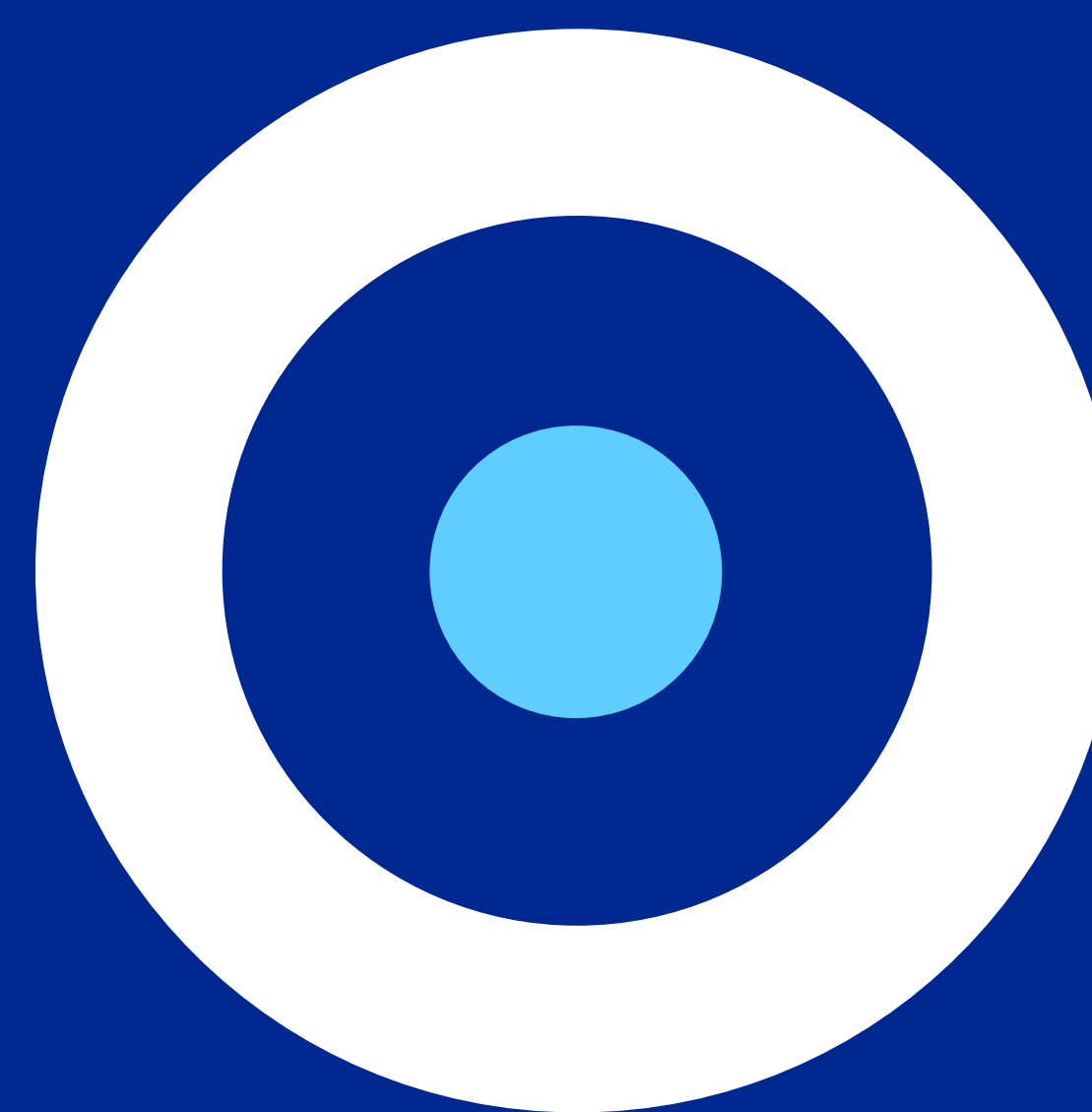
Over time, Storeyline evolved into a category leader with national reach and global customers, eventually resulting in a \$16 million acquisition in 2024.

Through every step of that climb, PayPal Open wasn't just a way to accept payments. It was the partner that kept the momentum moving, powering each new chapter and giving Storeyline the runway to grow far beyond where it started.

Success metrics



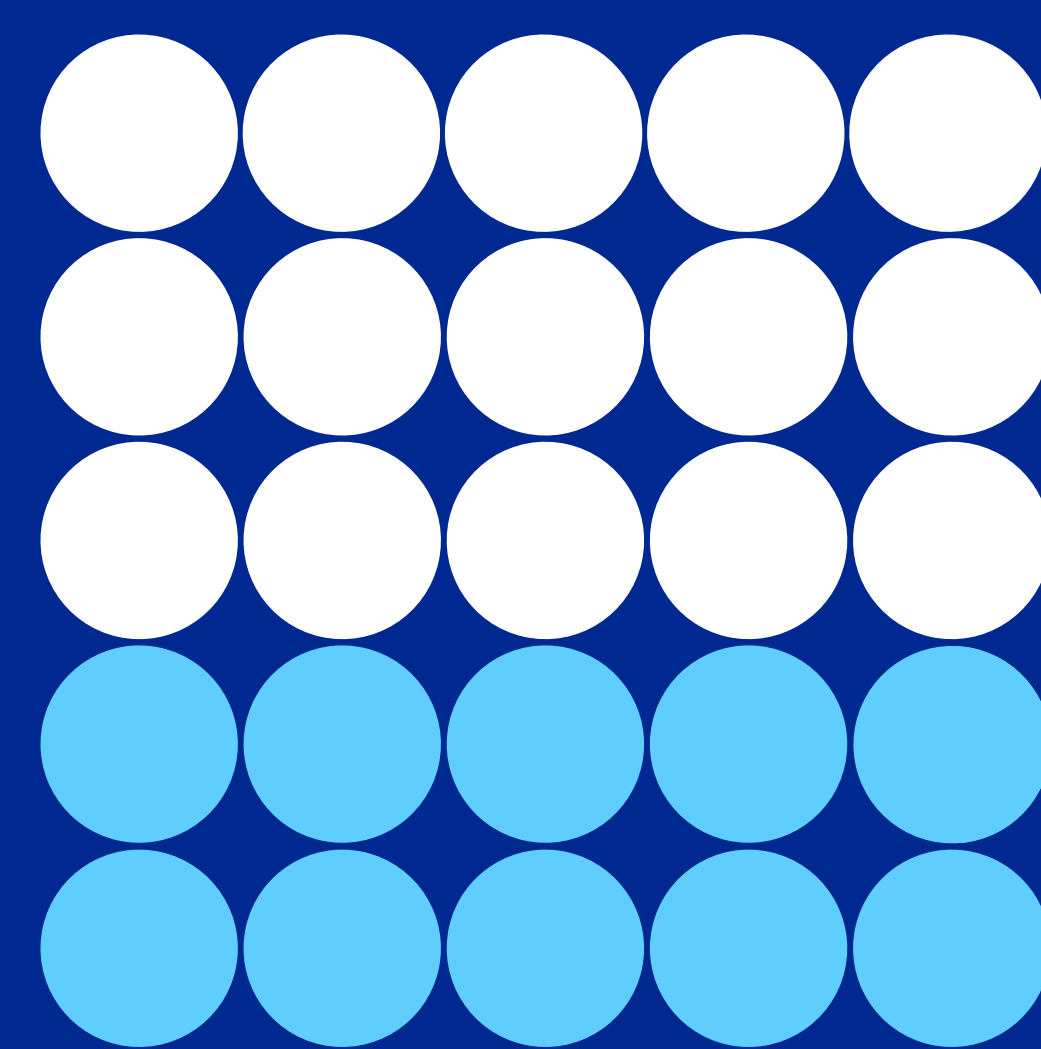
75%
of transactions processed
through PayPal Open²



\$300k+
in technology investments
funded through PayPal
Working Capital¹



60%
increase in conversion after
adding PayPal Checkout²



72%
close rate using PayPal
Virtual Terminal²

PayPal Open