

Business Operations Consultant / Accounting Manager / Graphic Designer

Professional business operations consultant; providing solutions in accounting, marketing, graphic and web design to small and medium-sized businesses. Committed to excellence, energized by challenges and pro-active by nature.

Visionary and analytical; known for improving client relationships, strengthening business practices, reducing expenditures and increasing the bottom line. MBA. Core competencies include:

- **Business operations.** Effective at streamlining procedures, reducing costs, developing personnel and improving the bottom line. Technical skills include Microsoft Office Suite 2007 and MS Office Live. At ERA United Realty, for instance, helped train 80 agents to use new technical tools and marketing techniques after we affiliated with ERA. Also managed their website and help them improve their market position from fifth to third in eight months.
- **Accounting.** Accounting skills include: AP, AR, GL, P&L, income statements, chart of accounts, journal entries, payroll, commissions, W-2, 1099, bank reconciliations, budgeting and financial analysis. Adept with QuickBooks and a variety of industry-specific software. Managed an operating budget of \$3M at MMS Properties. Chose and implemented software for MMS Properties and for the daycare program at Presbyterian Church of the Covenant.
- **Marketing, graphic and web design.** Demonstrated ability to plan, analyze and create visual solutions to achieve communication objectives. Technical skills include: Adobe CS4: InDesign; PhotoShop; Illustrator; Acrobat 9 Professional; Dreamweaver, Flash, HTML, XHTML, PHP and CSS. See portfolio at www.coroflot.com/ladybiz. Helped a new National Sales Director for Mary Kay move into the top 10 (among 200+ peers) in three years.

Professional Experience

2002 – Present | Owner, Consultant | LadyBizNet Virtual Business Solutions | Newnan, Georgia

Currently provide solutions for organizations that need professional expertise on a scalable basis.

Accounting, Bookkeeping and Financial Analysis

- Setup accounting system for construction business with homes in the \$3 million price range per home. Managed all phases of cost accounting and financial management for custom home builder (MMS Properties).
- Prepared budget, analyzed cost of raw materials, labor costs, compared costs to budget, prepared monthly reports for investor updating budget and forecasting future costs for completion.
- Audited labor force invoices and purchase orders for accuracy. Saved ~\$25,000 in cost.
- Performed all bookkeeping and accounting functions: accounts payable, accounts receivable, general ledger, journal entries, payroll and bank reconciliations for a Swiss air conditioning company.

Graphic Design, Marketing, Advertising, Sales

- Provided excellent customer service by listening to customers' needs, helping them develop plans, procedures and following through with implementation.
- Designed brochures, business cards, flyers, postcards, letterhead, magazine ads, newspaper ads, newsletters, logos, PowerPoint templates and other marketing collateral.
- Developed customer base through marketing and advertising, promotions, cold calls, and referrals to increase sales and reach new customers.
- Client Examples: Light It Up!; The Cart USA; MiMi's Apparel and Boutique; Consign It! Furniture Shop; Teejayz Jewelry; Key Keepers Property Management; Luggage Head.

Web Site Design and Maintenance

- Designed and maintained company website utilizing resources of leading technical real estate franchise with IDX links, HTML, CSS and PHP, search engine optimization and lead generation software gaining market share in a down market for ERA United Realty.
- Developed training website with calendar, selling tips, motivational and inspirational information for Jamie Cruse-Vrinios, National Sales Director for Mary Kay. She placed in the top 10 (among 200+ peers) within three years.
- Client examples: Cindy Brooks, Realtor®; The Cart USA; Contractors Manufacturing; Le Salon Mobile; Mimi's Apparel and Design; Stony Oak HOA.

2007 – 2008 | Finance Manager | ERA United Realty | Newnan, Georgia

- Managed all phases of accounting using QuickBooks Pro and Online QuickBooks: chart of accounts, accounts payable, accounts receivable, journal entries, payroll (W2s, 1099s), payroll taxes, account reconciliation (checking, savings, escrow, trust, money market, CDs) and all financial reporting.
- Analyzed financial reports, evaluated expenditures, projected future income and developed budgets for management and ERA Franchise.
- Reviewed agent contracts, processed real estate closings, calculated commissions and franchise fees.
- Developed ad hoc reports for evaluating commissions, agents, revenues and expenditures.
- Led successful transition to ERA Real Estate franchise from small company format. Trained agents on new procedures both technical and procedural.

2000 – 2002 | Administrator / Bookkeeper | Presbyterian Church of the Covenant | Sarasota, Florida

- Managed all phases of accounting using church accounting software: chart of accounts, accounts payable, accounts receivable, journal entries, payroll, non-profit status, reconciled accounts (checking, savings, trust and foundation), evaluated expenditures, and prepared financial reports.
- Set up new accounting system for daycare using specific software for schools.
- Created newsletters, bulletins, programs and various other church publications.
- Served as liaison to church members and local residents and businesses.

1998 – 1999 | Assistant Conference Manager | Nichols & Nichols Management, Inc. | Sarasota, Florida

- Corresponded with international clients and vendors, scheduled events, provided superior customer service.
- Maintained databases for American Society of Nuclear Cardiologists, International Association of Nuclear Cardiologists and the International Dermatological Association using Microsoft Access.
- Designed newsletters, programs and abstracts for conferences using Microsoft Publisher.

Education

M.B.A., Business Management and Administration | Florida Southern College | Lakeland, Florida

Professional Development

- Project Success Method Course (Project Management Certificate), Project Success, Inc. | 2009
- Adobe PhotoShop CS3 (two Classes), Kelby Learning Center, Atlanta, Georgia | 2007, 2008
- InDesign CS2, Emory Center for Life Long Learning, Atlanta, Georgia | 2007
- HTML, FrontPage 2002, New Horizons Learning Center, Sarasota, Florida | 2002

Technical Summary

- QuickBooks Online and QuickBooks Pro plus various other types of industry specific accounting software
- Microsoft Office 2007: Word; Excel; Publisher; PowerPoint; Outlook
- Microsoft 2003: Access and Microsoft 2002: FrontPage
- Microsoft Office Live: Workspace; Websites; Picture Gallery; Small Business
- Adobe CS4: InDesign; PhotoShop; Illustrator; Adobe Acrobat 9 Professional plus some Dreamweaver and Flash HTML; plus some XHTML; PHP; CSS; WordPress; Yahoo Sitebuilder; Ix web hosting Sitebuilder
- Various sales force tools from franchises; webinars; WebEx; VOIP
- Social Media including: LinkedIn; Facebook Business Sites; Twitter; YouTube; Flickr; Activerain