

Summary Business professional with experience providing office operations management with a wide range of expertise; accounting/bookkeeping; Marketing coordinator and graphic designer with experience in developing promotional content that showcase businesses with record of increasing sales and customer reach; Detail oriented, providing streamlined operational guidance and administrative support to executives.

Skills

SOFTWARE & APPLICATIONS SKILLS

- Microsoft Office Suite
- Word
- Excel
- PowerPoint
- QuickBooks
- Outlook
- Publisher
- Adobe Creative Suite
- Photoshop
- Acrobat
- Illustrator
- Graphic & Web Design
- Social Media Platforms
- Scheduling Management
- Records/Documentation Management
- Bookkeeping & Payroll
- Accounts Receivable/Payable
- Policies & Procedure Manuals

TYPING: 75 WPM

Education

HOFSTRA UNIVERSITY, Hempstead, NY

2004

Bachelors of Business Administration Degree, Business Computer Information Systems

Work

Experience

AI-Lectric Contracting Corp. / CTS-V Racing, Inc. Freeport, NY

2011-present

Office Operations Manager (2011- present)

- Supervise and coordinate overall daily operations and procedures
- Develop and execute paperless online system to manage scheduling, data, process orders, and integrate processes improving efficiency among staff
- Keep management informed by preparing, reviewing, and analyzing special reports (job costs, invoicing, expenses, etc)
- Oversee all accounting functions
 - Maintain accounting systems in QuickBooks
 - Accounts Receivable and Accounts Payable
 - Monthly bank reconciliation
 - Quarterly payroll and Monthly sales tax liability management and filing
 - Collect and analyze reports and documents for audit process
- Run weekly payroll for approximately 40 employees
- Provide point of contact for vendors, service providers, and customer inquiries
- Assist with scheduling and communications with electricians in the field
- Maintain company liability, worker's compensation, business insurances, and related taxes
- Oversee maintenance of computer and office equipment, procurement of office supplies
- Maintains office staff by recruiting, orienting, and training employees
- Create, print, copy and distribute correspondence, reports and other documents to management

Marketing Communications & Graphic Designer (2012-present)

- Create necessary visual concepts to identify and captivate consumers
- Collaborate with owner to ensure concepts/designs consistent with overall branding strategy
- Conceptualize initial website design layouts including graphics and copy (www.ctsvracing.com)
- Maintain existing sponsorships and establish new sponsorships through website content, written correspondence and other various marketing channels.
- Prepare optimized graphics for print production and web development

- Photography and videography development/maintenance for social media content
- Write material for media releases for company events and communications
- E-mail blast creation and deployment to subscribers via Constant Contact

DPC Tech, New Rochelle, NY

2000- 2016

Graphic Designer & IT Consultant (*Project-based*)

- Develop and design materials based on client requests (picture modification & manipulation, personalized stationery, greeting cards, business cards, logos, advertisements, etc)
- Photo imaging- scan, upload, to create professional archives/photo albums
- Create video slideshows for social media websites for company optimization
- Maintain and update databases for client websites
- Install, configure and upgrade new/reissued machine hardware, software and peripherals

Executive Assistant to CEO (2000-2004)

- Managed appointments, schedules and meeting calendars
- Maintained client files and work orders
- Data entry in Company database, utilizing Microsoft Excel
- Provided general office support

First Fidelity Mortgage Group, LTD., Melville, NY

2006-2007

Marketing & Affiliate Advertising Manager/Human Resources Assistant

MARKETING MANAGER

- Researched/reviewed marketplace and industry trends
- Created, implemented and adjusted marketing plans that increased client base
- Developed marketing materials- PowerPoint presentations, customized letters/flyers, advertising graphics, promotions, business cards, signs and banners
- Performed graphic design and layout for marketing materials
- Promoted 2006

HUMAN RESOURCES

- HR recruitment (represented company at job fairs, wrote online postings, initial resume screening, designed recruitment flyers)
- Maintained and updated employee personnel files in database
- Created/Updated HR forms including those for benefits enrollment
- Added and removed employees from company roster/accountability
- Managed employee requests
- Collaborated with company Controller to ensure proper facilitation of payroll

Nautica International, New York, NY

2005-2006

Selling Specialist (*Macy's East- Huntington, NY*)

- Increased sales by 22% above quarterly projections
- Promoted merchandise to customers
- Managed inventory
- Tracked sales of popular buys for future selling
- Assisted Visual Merchandising Coordinator with floor plans and displays

Portfolio

www.elysekreisman.com

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