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**CHERIE ELLIS**

Availability: Full-Time or Contractor Support

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**Executive Profile**




**Marketing/Accounting Management Executive specializing in internet/mobile marketing, digital media & product strategy/branding, loyalty programs, and bookkeeping/accounting.**

I have over 30 years' experience in the field of digital media including senior management, web development, user interface-engagement, graphics design, SEO optimization, software development and critical test implementation, with 10 years' of that experience including corporate bookkeeping, accounting support, and tax preparation. My creativity thrives in a multi-tasking environment and my projects consistently deliver intuitive solutions that surpass expectations. I have provided accounting, bookkeeping, and tax support for many companies over the years, as well as, software development services and project management support to several fortune 500 companies throughout my career. I am also well versed in ad photography, sound editing, video production and media purchase.

My early experiences as a professional educator in the post-secondary/continuing education arenas have enhanced the preparation and delivery skills needed to be a positive team role model and effective leader. I am skilled in leading profitable growth and brand loyalty in competitive and challenging markets with innovative focus on accounting, management and development of sustainable consumer solutions. My proven entrepreneurial record to be self-motivated, achieve aggressive goals and work independently, as a team leader or a team member is enhanced by the extensive skill sets, and knowledge base I have to offer.

**Core Accomplishments**

<b>MANAGER/OPERATIONS ADMINISTRATOR - ACCOUNTANT</b>	<b>MARKETING MANAGEMENT LOYALTY &amp; OPERATIONS</b>	<b>PROJECT DEVELOPMENT MANAGER</b>
<ul style="list-style-type: none"> <li>• Financial Statement Preparation</li> <li>• Cash Flow Analysis/Profitability Implementation/Cost Control</li> <li>• General Ledger</li> <li>• Invoice Prep &amp; Job Costing</li> <li>• Accounts Receivable/Payable</li> <li>• Payroll &amp; Payroll Tax Support</li> <li>• Bank &amp; Credit Card Reconciliations</li> <li>• Journal Entries</li> <li>• Year-end Closing &amp; Tie-Out</li> <li>• Sales Tax Returns, Quarterly Tax Obligations/Reporting</li> <li>• Individual/Business Tax Returns</li> </ul>	<ul style="list-style-type: none"> <li>• Six figure sales volumes with "start-ups".</li> <li>• Increased profitability in less than 90 days.</li> <li>• 95% growth in an "in-house" email program.</li> <li>• 87% growth in social media reaches.</li> <li>• 72% interaction in 90 days of loyalty launch.</li> <li>• Implementation of dynamic cross-channel, "Inbound &amp; Outbound" marketing initiatives with strategic partnerships.</li> <li>• Network administration of "Point of Sale" and Business Systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Direct liaison with Anheuser-Busch Corporate Vice-President of Operations with respect to all meetings, proposals and presentations.</li> <li>• Senior Management of Programmers</li> <li>• Analytical design, UI specifications, development, and documentation of project proposal to upper management and implementation of brewing control software and complete plant management automation software.</li> <li>• Deliverable implemented in eleven brewing facilities: Anheuser-Busch.</li> </ul>

ENGINEERING MANAGEMENT HARDWARE & SOFTWARE	SOFTWARE APPLICATIONS & CREDENTIALS	PROFESSIONAL EDUCATOR COORDINATOR/MANAGEMENT
<ul style="list-style-type: none"> <li>• Management - Lead Design Engineer, maintained "Secret - Black" government security clearance with McDonnell Douglas - Naval Air Command.</li> <li>• Design, development, and integration of electronic based military weaponry including the F/A-18 Flight RADAR System.</li> <li>• Coordination and compliance of air to sea military requirements.</li> <li>• Electronic schematic verification, Ux Architecture and software development of the weaponry controls in the M1A-1 Assault Tank.</li> <li>• Statistical compilation "Dream Team" software package for the National Baseball Commission in a strategic partnership with Sports Illustrated.</li> </ul>	<p><b>SOFTWARE APPLICATIONS</b></p> <ul style="list-style-type: none"> <li>• Microsoft Office Suite</li> <li>• Adobe Master Collection</li> <li>• Corel Graphics Suite</li> <li>• Microsoft Visio</li> <li>• Pinnacle &amp; Adobe Video</li> <li>• Goldwave Sound Editing</li> <li>• Visual Studio</li> </ul> <ul style="list-style-type: none"> <li>• Sage Financial Enterprise</li> <li>• Accounting CS</li> <li>• Fixed Assets &amp; Ultra Tax CS</li> <li>• Master Builder</li> <li>• QuickBooks Professional</li> </ul> <div style="text-align: center;">    </div>	<ul style="list-style-type: none"> <li>• Paramedic Program Coordinator and College Professor - St. Louis Community College at Forest Park.</li> <li>• Emergency Medicine/Paramedic Continuing Education Coordinator and Lead Instructor - St. Anthony's Medical Center and St. John's Mercy Medical Center.</li> <li>• Management/Lead Paramedic - St. Louis Children's Hospital Neonatal Emergency Response Team.</li> <li>• Staffing, management, team education. Fleet management of Helicopters, Learjets and Mobile Intensive Care Unit resources and equipment.</li> </ul> <p><b>COMPUTER LANGUAGES</b></p> <p>HTML, CSS, JavaScript, XML, Visual Basic, C #</p>

**Senior Accountant – Manager/Operations Administrator** Netcom Inc. & Sylvia Ehrenreich, CPA **2013 – May 2018**  
Highly organized and detail-focused staff accountant/manager. Facilitated AP, AR, payroll reporting, general ledger, account reconciliation, tax reporting, period-end closing, and tax preparation for large client base.

**Freelance – Accounting Services/Web Marketing/Graphic Design** Metro Marketing Technology **2009 – Present**  
Contracts included full-charge bookkeeping, tax preparation, development of VIP loyalty programs, social networking, mobile implementation, website development, ecommerce marketing, and business/marketing consulting. Inclusive advertising campaigns from prepress to production. Photography, video/sound editing, vector graphics & creative ad copy writing, financial reporting, AR/AP, reconciliation, and acquisition. Commercial clients have included organizations such as AT & T, Enterprise Leasing, The Fox Theatre, The St. Louis Zoo, Braun PharmaCare (Chicago, IL), Sigma Aldrich, and many more.

**Contract IT/Marketing Director** Metro Marketing Technology/Syberg's Eating & Drinking Company **Sept. 2007 – July 2009**  
Development and implementation of media strategies for target markets, media purchasing, project liaison management and tracking. Graphic design, mobile marketing, and website development to support vertical market systems while supporting accounting, bookkeeping, budget planning and contract review/approval.

**Senior Marketing Management/Design Specialist** Promo Solutions, Inc. **1998 – 2007**

**Professional Educator/Program Coordinator/Management** St. Louis Community College, St. Anthony's Medical Center, St. John's Mercy Medical Center & Children's Hospital **1995 - 1998**

**Contract Engineering Management** Anheuser – Busch, Naval Air Command, McDonnell Douglas, Emerson Electric, National Baseball Commission **1983 – 1995**

Dec. 1982 **B.S. Electronics/Microprocessor Software Engineering** Southern Illinois University at Carbondale  
Dec. 2007 **A.A.S. Informational Systems** (Updated Programming Standards and .net Education) Vatterott College