

# ASEA COLE

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## MANAGEMENT PROFESSIONAL

<b>Management &amp; Supervision   Strategic Planning &amp; Execution   Vendor &amp; Customer Relations   Business Process Analysis &amp; Improvement   Financial Operations   Sales Leadership</b>
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Highly competent professional, detail oriented and self-starter, offering extensive experience in diverse management and operational roles. Background includes financial accounting, operation management, supervision, financial reporting, problem solving, training, system development, sales, HR, payroll, customer service. Proven track record in implementing strategic business planning and solutions that result in superior customer service, higher efficiency, and increased revenues.

## KEY STRENGTHS

**General Management:** Experience in overseeing all daily operations including accounting processes, personnel management, marketing, budgetary and inventory controls, customer services, and all other functions that impact company operations.

**Sales/ Marketing:** Generate an exceptionally high volume of mortgage loans—proven ability to effectively market to the community using local, regional and national promotional services. Recognized as 2012 Super Mortgage Professional by Minneapolis/St Paul Magazine and Twin Cities Business Journal.

**Technical Skills:** Excellent computer skills include Word, Excel, Access, PowerPoint and Outlook, with strong ability to research and develop various reports and presentations.

**Financial Management:** Effectively manages all financial and operational aspects including AP/AR & GL, maintenance & reconciliation of dual accounting systems, preparation of financial statements, bank and credit card reconciliation, inventory control, sales tax, and payroll; ensures accuracy and profitable performance.

**Supervision & Training:** Leads, directs, mentors, and builds top producing teams. Ensures best practices, implementation of effective training platforms, and optimizes company goals; provides positive and constructive feedback, and appropriate coaching and counseling.

**Customer Service:** Leads, motivates, and inspires staff to create a customer-centric environment resulting in a memorable and positive customer experience.

## PROFESSIONAL EXPERIENCE

**Drake Equity, LLC, Edina, MN**  
**Office Manager**

**2014 to Present**

Responsible for day-to-day operations of a start-up mortgage company including multi-state compliance reporting, financial reports, accounting and payroll, insurance, wholesale applications, appraisal ordering, and marketing.

- Designed and developed databases to manage various aspects of sales and operations
- Established streamlined process and procedures for daily operations
- Performed a variety of operational duties from origination to post-closing
- Human resource and payroll
- Marketing

**Minnesota Bank & Trust, Edina, MN**  
**Executive Regional Administrative Assistant/ Loan Coordinator**

**2012 to 2014**  
**2013 to 2014**

Responsible for ensuring the quality day-to-day operations of Executive Regional Manager. Utilize strong managerial and leadership skills, develop and carry out strategic operational and marketing plans, analyze financial data, and develop and maintain a strongly motivated staff.

- Prepared and organized financial reports for management and board of directors.
- Fulfilled leadership role and acted as the "go-to" person for logistic and technical issues.
- Facilitated staff training of new employees.
- Acted as an HR liaison.
- Effectively handled marketing initiatives; organized exhibits, trade shows, events; customized flyers and kept marketing materials updated; ordered and monitored specialty items.
- Organized and prepared company communications.
- Facility management.
- Additional duties: travel and meeting arrangements

**Mortgage Loan Officer**

**2012 to 2013**

Responsible for producing high quality mortgage loans through building relationships with realtors, builders, financial professionals, past customers, and other nontraditional sources while providing excellent customer service. Utilize strong sales and organizational skills that drive sales and achieve company goals. Responsible for pre-approval and origination of residential mortgage loans.

- Recognized as 2012 Super Mortgage Professional by Minneapolis/St Paul Magazine and Twin Cities Business Journal.

**US Bank Home Mortgage, Roseville, MN**  
**Mortgage Loan Officer,**

**2003 to 2012**

Responsibilities include preapproval and origination of residential mortgage loans, Sales and Marketing initiatives, coordination of transactions involving appraisers, title companies, processing and underwriting of loans from inception through closing.

- Established reputation for outstanding ability to provide exceptional customer service, generate sales, and for the ability to manage and train others.
- Recognized in the top 10% of performers throughout employment at US Bank.

**Atlas Restaurant Group, Minneapolis, MN**  
**Office Manager/Accountant,**

**1999 to 2003**

Set up accounting and operations systems and established procedures in accounting and personnel operations. Negotiated with vendors for various services, including insurance, payroll system, credit card processing.

- Managed all office procedures including all accounting duties, including AP/AR & GL, maintenance & reconciliation of dual accounting systems, preparation of financial statements bank and credit card reconciliation, inventory control, sales tax, payroll, and HR. Supervised front line staff.

**EDUCATION / LICENSES / COMMUNITY INVOLVEMENT**

**Leadership, personal and professional growth & development,** Landmark Worldwide, Edina, MN  
**Bachelor of Arts Degree in Communications/Public Relations,** Macalester College, St. Paul, MN  
**Foundations of Banking Diploma,** American Institute of Banking, Hampton, VA  
**Community Project: Operation Snow,** Spearheaded a community project for kids from military families with deployed family members. Solicited volunteers and sponsors and raised funds for a day of skiing and snowboarding as a way of thanking the military. Some of our sponsors and donors are: Mall of America, Beyond the Yellow Ribbon and Hard Rock Café at MOA.