

Lisa D. Boerum

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SUMMARY

Office Manager with experience in office management; customer service; marketing; website creation, design, and mgmt.; small business mgmt; real estate; and transaction coordination. Energetic, self-motivated, and resourceful. Planning and organizational skills are my specialty. Excellent communication and leadership skills. Strong student mentality with exceptional technology and internet research skills. Results and productivity-focused with an uncommon desire and ability to take initiative, plan, set S.M.A.R.T. goals, prioritize, organize, manage multiple tasks, and achieve high-quality results.

Professional Skills

- Exceptional Planning and Organizational Skills
- Office Mgmt.; Startups/Office System Dev; Bookkeeping; Budgeting, Analyzing, & Tracking
- Excellent Communication, Writing, Grammar & Math Skills
- Outstanding Customer Service
- Business Planning, SWAT, Business Models, S.M.A.R.T. Goal Setting, and Achievement
- Collaboration, Teamwork & Leadership

Technology Skills

- Computer/Internet Applications: MS Office(Word, Excel, PowerPoint, Publisher, OneNote,...), Gmail & Many More
- Keyboard, Data Entry & Excellent 10-Key Skills
- Social Media Marketing: Multiple Platforms
- Online Marketing Strategies & Analytics
- Excellent Online & Market Research Skills Including Industry, Target Market, Competitor, Consumer, Trends...
- Front End Web Development & Design, C-Panel, MS Expression Web, WordPress, SEO, HTML, CSS...

EXPERIENCE

Executive Assistant, Real Estate

12/2/2013 - Present

Bretzel Inc. – Keller Williams Premier Realty, Stillwater, MN

- Primary objective: Take over “the 80%” to ensure that all agent activities are limited to those that are directly related to growth such as lead generation, lead conversion, listing property, showing property, and negotiating contracts
- Design, implement, manage, document, and revise all administrative and operational systems and processes of the agent’s business, ensuring efficiency and cost effectiveness
- Collaborate with the agent on the annual business and marketing plan. Decide on main objective, goals, strategies, and action plans. Continually track, analyze, measure and report on the effectiveness of the plan and revise it as necessary.
- Create, prepare and coordinate all online and offline/print marketing materials and content, such as presentations; flyers; websites; blogs; MLS listings; landing pages, virtual tours; videos; ads; newsletters; reverse prospecting; social media platforms and content; and search engine optimization to generate leads and create new business.
- Track, analyze, and report on the effectiveness of lead generation strategies.
- Oversee all aspects of buyer and seller contracts from initial contact to closing. Prepare and process all listing, offer, and buyer contracts and paperwork.
- Created a client service program based on each client’s individual personalities and needs.
- Communicate with buyers and sellers regularly about the status of their purchase/sale, the buying/selling process, next step(s), and items they need to take care of before they move.
- Consult with and coordinate services such as photographers, stagers, lenders, inspectors, title companies, appraisers, and sign, home warranty, repair and cleaning services.
- Act as an intermediary between our client and the agent representing the other party.
- Provide post-closing customer support to clients including planning and coordinating client appreciation events and asking for referrals, testimonials, and online reviews.
- Maintain all financial systems including bookkeeping; collection of commissions; prepare profit & loss statements; plan, prepare & maintain the budget; track costs and ROI; perform financial analysis; perform revenue and cash flow projections; manage bank and credit card accounts; generate financial reports; and prepare for tax filings.

Business Owner & General Manager, Ecommerce

4/8/2008 - 12/31/2013

Awesome Beginnings 4 Children and Clean Living Market, White Bear Lake, MN

- Managed day-to-day business activities such as bookkeeping, customer service, product sourcing and purchasing, inventory management, product fulfillment, market research, marketing, blog content, and website maintenance
- Generated 100% customer satisfaction, a 5/5-star seller rating, over 1700 testimonials and both Power Seller and Top-Rated Seller status on one selling venue
- Developed and implemented social media and online marketing strategies
- Designed and developed an ecommerce website, a blog, and a presence on multiple selling venues and sites by learning search engine optimization strategies and how to read, write, and edit HTML and CSS
- Managed a large variety of tasks and met all deadlines by using the S.M.A.R.T. goals technique
- Attended training and utilized books and other resources to gain knowledge and improve skills in business management, customer service and relationships, sales and marketing, research, website design and maintenance, HTML, CSS, search engine and landing page optimization, social media, blogging, persuasive writing, strategic planning, team building, and many related competencies

Team Leader

11/8/2011 - 6/15/2012

The Cleaning Solution, White Bear Lake, MN

- Supervised, motivated, and managed team members to meet all standards and served as a company liaison
- Planned work flow based on the work orders and allocated work to team members to ensure efficient, on-time completion while meeting or exceeding quality standards

Director, Business Owner

9/4/2000 - 6/12/2009

Awesome Beginnings Childcare, Hugo, MN

- Planned and implemented a curriculum and learning environment that met the children's social, emotional, physical, intellectual, health, and safety needs and ensured that it met or exceeded the requirements of Minnesota's Early Learning Standards and the National Association for the Education of Young Children (NAEYC)
- Exceeded the required hours of annual training by 800%.
- Established a system to observe and assess the children's knowledge in order to plan curriculum that addressed the children's developmental and learning needs
- Improved program operations and employee training, competencies, and performance by creating systems for managing and evaluating them
- Developed supportive, long-term relationships with enrolled children and their families and served as a resource

EDUCATION

Century College, White Bear Lake, MN

2013

Marketing Management and Web Design

Independent Coursework and Professional Development

2008 - 2013

WomenVenture, SCORE, Computer Education Center, Success Connections, Lisa Suttora International...

Resources for Child Caring (now Think Small), St. Paul, MN

2004 - 2008

Child Development Associate (CDA)

EVENT PLANNING AND VOLUNTEER POSITIONS

White Bear Beach Community Club – Hospitality Chairperson: 2015 – 2016, Membership Chair: 2016 - Current

Soccer Coach – White Bear Lake Community Services & Recreation

2007

Hugo Elementary Parent Teacher Organization (PTO) positions held included President,

1992 - 2000

Vice President, Volunteer Coordinator (4 years), Silent Auction Coordinator (3 years), and other various roles