

LISA BOERUM

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White Bear Lake, MN 55110

651-246-8880

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Business Manager/Customer Service Professional/Executive Assistant - 10+ Years

SUMMARY

Business/Office Manager with extensive experience in customer service, transaction coordination, payroll, accounts receivable/accounts payable, bookkeeping, project management, and systems creation/implementation. Energetic, self-motivated, and resourceful. Planning and organizational skills are my specialty. Excellent verbal and written communication skills. Strong student mentality with exceptional technology and internet research skills. Productivity and results-focused with a strong desire and ability to take initiative, plan, set S.M.A.R.T. goals, organize, manage multiple tasks, and achieve high-quality, on-time results. Dedicated; for over 10 years; to providing outstanding office and financial management; customer service; and leadership skills.

CUSTOMER SERVICE SKILLS

Outstanding Customer Service
Positive, Cheerful, Can-do Attitude
Excellent Verbal Communication Skills
Excellent Writing & Grammar Skills
Patient, Active Listening Skills
Interpersonal & Emotional Intelligence
Dedicated to Customer Experience
Committed to Building Customer Loyalty
Critical Thinking & Problem Solving
Complaint Resolution

PROFESSIONAL

Excellent Math & Financial Aptitude
Great Attention to Detail
Exceptional Planning/Organizational Skills
Office & Small Business Management
Systems Development
Strong Work Ethic
Leadership (employer & team leader)
Collaborative Teamwork Skills
On-time Task Management
Data Analysis, Tracking & Reporting

TECHNICAL SKILLS

Microsoft 365: Word, Excel, PowerPoint, Outlook, Teams - Advanced Excel Skills
QuickBooks
Multiple Transaction Mgmt. Platforms
Asana & Multiple Task Mgmt. Platforms
Web Design, HTML, and CSS

PROJECTS & ACHIEVEMENTS

Client service, referral & review programs
Complex Excel spreadsheets/formulas
Business/office administrative systems
A multitude of websites and content
Business & social media marketing plans

LEADERSHIP & INTERESTS

Secretary 2020; Membership Chair 2017, 2018, & 2019; and Hospitality Chair 2016

White Bear Beach Community Club
Results: 47% increase in membership
Coordinated 20 volunteers during annual membership drives & managed records

Admin Mastermind Leader 2015
Keller Williams Premier Realty

EDUCATION/TRAINING

Real Estate Salesperson Training (RE License), PSA Certification & CEs
Kaplan Real Estate Education - 2019
Marketing Management & Web Design
Century College - 2013

Continuous: Independent Coursework, Coaching & Professional Development
Web Development Courses, Computer Education Center, SCORE, WomenVenture, Success Connections, Lisa Suttora International... 2008 - 2023

Child Development Associate (CDA)
Resources for Child Caring (now Think Small), St. Paul, MN 2004 - 2008

PROFESSIONAL EXPERIENCE

Lisa Boerum

Business Manager – Licensed Real Estate Agent

The BOLD Marketing Team – Coldwell Banker Realty – St Paul

04/27/21-09/29/23

- Prepared, processed, and coordinated residential and commercial listing and purchase contracts
- Delivered outstanding client service while coordinating listings and sales from initial contact to closing.
- Coordinated work with vendors such as plumbers, electricians, flooring installers, cleaners, inspectors, etc.
- Implemented and managed administrative systems and processes to promote a productive workflow.
- Managed multiple email inboxes, calendars, and to-do lists for the lead agent, the general business, and myself.
- Created invoices; managed accounts receivable and invoices to be paid by the client at closing
- Processed accounts payable and non-auto payroll twice per month.

Transaction Coordinator & Listing Manager - Real Estate

Shannon Marti Realty Group – eXp Realty – Temporary, Part-time Ind. Contractor – Remote

07/24/20-12/07/20

- Transaction coordination, listing management, and some online and print marketing materials
- Designed, implemented, and managed all administrative systems and processes

Marketing & Administrative Assistant – Real Estate

The Rachel Scarrella Team – Edina Realty, Part-time Ind. Contractor, North Oaks, MN

12/10/18-04/30/19

- Transaction coordination; listing management; and created all online and offline/print marketing materials and content, including websites; social media platforms, videos; flyers; presentations; newsletters; and direct mail marketing to generate leads and create new business.
- Documented all administrative systems and created a training manual for future assistants.

Executive Assistant – Real Estate

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

12/02/13-10/31/18

- Prepared, processed, and coordinated all buyer and seller contracts from initial contact to closing
- Delivered outstanding client service. Designed a customized client service program and systems for building and maintaining client relationships. Referrals increased by 39.4% and client testimonials by 47.5%.
- Created, implemented, managed, and documented all administrative and operational systems and processes of the agent's business, ensuring efficiency and cost-effectiveness
- Created, prepared, and coordinated digital and print marketing materials and content.
- Designed, created, and maintained multiple websites, including a niche website
- Performed the bookkeeping; prepared profit and loss statements; tracked costs and ROI; generated financial reports; prepared for annual tax filings; and collaborated with the agent on annual business and marketing plan

Business Owner & General Manager - Ecommerce

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

04/05/08-12/31/13

- Designed and created an e-commerce website and a blog, by learning to code (HTML & CSS)
- Generated 100% customer satisfaction, a 5/5-star rating, and 1700+ testimonials on one of my selling venues
- Managed day-to-day business activities such as market research, marketing, writing and maintaining web content, customer service, product sourcing, purchasing, inventory management, product fulfillment, and bookkeeping

Team Leader – Residential Cleaning Service

The Cleaning Solution - White Bear Lake, MN

11/14/11-06/22/12

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