



PROFESSIONAL SUMMARY

Results-driven change agent with career-long record of financial operations, business development, and property management success for leading organizations

Proven talent for aligning business strategy and objectives with established financial and operations management paradigms to achieve maximum operational impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning business development, team leadership, strategic planning, client relationship development, market analysis, mortgage lending, sales operations, marketing campaigns, cross-functional team collaboration, technology solutions, and project management. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills.

CORE COMPETENCIES:

- Operations Management
- Accounting Procedures
- Market Planning
- Building and Lease Negotiations
- Contract Management
- B2B Selling
- Residential Mortgages
- Consulting
- Social Media Marketing

PROFESSIONAL EXPERIENCE

FUTURE HOLDINGS, LLC, ATLANTA, GA, April 2011 to September 2021

PROPERTY MANAGER

- Oversaw and maintained various properties throughout the Atlanta, GA and Ormond Beach, FL area, including both residential and commercial spaces.
- Directed all business, financial, maintenance, and management aspects for each property to ensure streamlined operations.
- Regulated resources to adhere to established budgets, remaining within quarterly and annual budgets consistently.
- Recruited external contractors to complete various projects and tasks.
- Negotiated and drafted complex contracts with both vendors and tenants.
- Monitored operations and issued notices required for legal actions, such as delinquent rent, evictions and lease violations, as needed.
- Adhered to Fair Housing policies and other pertinent legal and local ordinances throughout all operations.
- Exceed standards of customer expectations and satisfaction through effective and sound judgment.

HERSH CONSULTING, LLC, ATLANTA, GA, May 2016 to April 2019

FINANCIAL CONSULTANT

- Provided financial and business consulting services for banks and credit unions.
- Assisted in implementing mortgage lending channels, including non-delegated correspondent lending and wholesale broker lending.
- Delivered monthly performance packages to senior business leaders and prepared detailed budget analyses.
- Conducted extensive variance analysis to control costs and improve profitability.
- Performed daily research and analysis on current market trends.

PRIVATE PLUS MORTGAGE, A DIVISION OF PRIVATE BANK OF BUCKHEAD, ATLANTA, GA, July 2015 to March 2016

VICE PRESIDENT/MORTGAGE BROKER

- Monitoring the origination, processing, and closing of loans in 49 states.
- Demonstrated extensive knowledge of all steps associated with residential mortgages, including conventional, non-conforming, FHA, and VA mortgage products.
- Collaborated with attorneys, underwriters, processors, appraisers, and title companies located across the country to ensure a streamlined process for customers.
- Maintained a working knowledge of all disclosures, procedures, and laws of residential mortgages across the United States.

HERSH FINANCIAL GROUP, LLC, ATLANTA, GA, April 2006 to May 2014

PRESIDENT and CEO

- Founded and ran a professional mortgage business.
- Established internal accounting procedures, such as A/P, A/R, reconciliation reports, bi-monthly payroll, monthly, and quarterly financials.
- Originated and processed loans, maintained an average yearly volume of \$50M in four licensed states.
- Motivated and mentored successful call center staff and sales team, focusing on customer service.
- Coordinated the setup of an online presence and market collateral, including website integration, advertising campaigns, direct mail, telemarketing, print advertising.
- Defined and implemented compliance and office procedures to facilitate productive and efficient operations.
- Recruited, hired, and trained new team members.
- Conceptualized and created marketing strategies, business planning, and oversaw the execution.
- Assumed roles within project management, risk assessment, data analysis, and market research.

PREMIER LENDING CORPORATION, ALPHARETTA, GA, October 2004 to March 2006

CHAIRMAN and CFO

- Headed up all facets of mortgage operations, including marketing, advertising, payroll, accounting, originating and processing loans, and setting up the computer and phone network.
- Created the company website, boosting brand awareness and company growth.
- Interviewed, hired, and trained new employees, ensuring all team members exhibited the goals and objectives of the company.
- Performed extensive compliance-related research, implemented a marketing plan to achieve targeted projections, and administered corporate policies and procedures.
- Executed the origination of loans in 15 licensed states.

FEDERATED HOME MORTGAGE, INC., ALPHARETTA, GA, September 2003 to September 2004

SENIOR LOAN OFFICER/MORTGAGE BROKER

- Operated in 40+ states, originating, processing, and closing loans.
- Leveraged extensive background in residential mortgages, including conventional and non-conventional.
- Served as a member of a cross-functional team to streamline the mortgage process.

RESOLUTION MORTGAGE, INC., CUMMING, GA, April 2002 to August 2003

SENIOR LOAN OFFICER/MORTGAGE BROKER

- Coordinated and originated various loans, including residential, commercial, and land loans.

MID-ATLANTIC FINANCIAL SERVICES, INC., ATLANTA, GA, August 2000 to March 2002

SENIOR LOAN OFFICER/MORTGAGE BROKER

- Achieved revenue and customer retention goals while increasing client profitability through relationship building, outstanding service delivery, cross selling, and referral development.
- Charged with phases of underwriting loans including real estate analysis, cash flow models, and profitability models.

MONS INTERNATIONAL INC., ATLANTA, GA, May 1996 to July 2000

VICE-PRESIDENT of SALES and MARKETING

- Outlined and implemented innovative marketing strategies for both new and existing product lines.
- Developed and managed a company website that detailed product and service offerings.
- Liaised and consulted with clients to recommend products specific to their individual needs.
- Decreased material costs while simultaneously boosting productivity and time management.
- Built and directed a marketing and sales team, managed direct target sales of low vision products, and supervised wholesale and retail accounts.
- Coordinated logistics and oversaw the shipping, receiving, and general inventory control.
- Formed educational shows and specialized programs for the visually impaired.
- Tasked with coordinating all marketing projects, such as flyers, newsprint, catalogs, radio and television ads, and telemarketing.

EDUCATION AND CREDENTIALS

BACHELOR OF SCIENCE (B.SC.) IN BUSINESS ADMINISTRATION, 1995

Florida Atlantic University, Boca Raton, FL

VOLUNTEERISM

Trees Atlanta

Visually Impaired Foundation of Georgia (VIFGA)

Atlanta Community Food Bank

Red Cross

Atlanta Humane Society

United States Humane Society

Paws Atlanta

Lifeline Animal Project

ADDITIONAL INFORMATION

Languages: English, Spanish, Hebrew

Technical Proficiencies: Website design, HTML5, CSS3, Social Media Marketing (i.e. Facebook, Twitter, Google Plus, LinkedIn, Pinterest, Blogs and Podcasting, etc.), Adobe Photoshop, Microsoft Word, Excel, PowerPoint, Outlook, Peachtree Accounting, QuickBooks, Calyx Point, Encompass, Empower, OnSite, Yardi, Active Building.

Interests: Tennis, Sand Volleyball, Photography, Musician (Jazz Trumpet Player)