

SHIRLEY HULL, Member

Business Advisory Services LLC

440/774-3704 (Mobile)

440/774-4943 (fax)

businessadvisoryservices@earthlink.net (e-mail)

www.businessadvisoryservices.net (website)

PROFESSIONAL OBJECTIVE

Business Advisory Services provides innovative small business management services through practical experience for service, retail, and non-profit organizations. We are recognized for strong follow-through and management skills, ensuring optimal customer service and productivity. We continually exceed the business' objectives through the ability to establish and develop an excellent rapport with clients. We are strong motivators who are also detail-oriented with excellent interpersonal, verbal, and written communication skills.

AREAS OF EXPERTISE

- Mortgage Lending/Loss Mitigation
- Foreclosure Intervention Counseling
- Bookkeeping
- Accounts Receivable Collection
- Budgeting/Grant Writing
- Cash Flow Management
- Personal and Business Planning
- Small Business Management
- Training Development
- Customer Service
- Human Resources
- Sales Training
- Strategic Marketing
- Marketing Materials
- Staff Relationship Building
- Time Management

COMPUTER COMPETENCIES

- Windows
- QuickBooks
- Microsoft Office including
- Word, Excel, Access, Outlook
- Publisher, PowerPoint

PROFESSIONAL EXPERIENCE

Small Business Consultant

Business Advisory Services LLC, Oberlin, OH

7/04 – Present

- Nuts and bolts consultative services to small businesses and individuals at an affordable price with measurable results.
- Over 24 years of successful small business experience, we specialize in the areas of Finance, Marketing, and Business Planning.
- Our Clients are achieving over 38% growth over 2008.
- Clients that have reaped the benefits from our services include Nonprofit Organizations such as the Workforce Institute of Lorain County, Lorain County Association of Realtors, Elyria YWCA, Trade Associations, Construction Businesses, Restaurants, Insurance Companies, Retailers, Manufacturing Businesses, Service Businesses, and Advertising Companies.

Adult Career Center Program Developer

Lorain County Adult Career Center at the JVS, Oberlin, OH

2/00 – 6/04

- Development of the Small Business Management Program at the Lorain County Adult Career Center at the JVS including classes in Finance, Accounting, Automated Accounting (QuickBooks and Peachtree, Business Planning, Employee Training, Marketing, Merchandising, Management, Insurance and Legal. Provide one-on-one blocks of training for business individuals in those areas.
- Non-Profit setup and training on the bookkeeping system in QuickBooks and temporary bookkeeping services as needed at The Workforce Institute of Lorain County.
- Initiated Part-Time Adult Education Computer Trainer by teaching evening classes for Spring Semester 2000.
- By Summer 2000, advanced to Business and Industry Customized Classes at the Center for Leadership in Education, Bayer Diagnostics, and EMH Regional Medical Center. Classes include: Word, Excel, Outlook, Access, PowerPoint, and Internet.
- Chairperson and active member of JVS Marketing Committee.

Store Manager

Uncommon Objects, The Gallery and Museum Store, Oberlin, OH

8/96 – 7/01

- Recruited for retail business startup in 1996.
- Grew the business to gross nearly \$100,000 within the first year.
- Responsible for all aspects of store management and training including but not limited to daily operation, customer service, budgeting, projections, and marketing.
- Ongoing recruitment and development of a business relationship.
- Created and delivered a marketing class to teach artists how to market their work.
- Developed and implemented a business and marketing plan for the store to establishment of an arts presence in the greater Lorain County community.

PUBNET Coordinator

National Association of College Stores, Oberlin, OH

10/91 - 3/95

- Developed member relations for the PUBNET Service Center increasing subscriber usage, user growth, and increased program capability awareness by 50% within the first six months.
- Conceptualized, developed and conducted numerous EDI training educational seminars and provide trade show representation at regional and national meetings around the country.
- Developed and implemented a weekly membership newsletter column and all marketing materials.
- Worked closely with GE Information Services, national publishers, computer software vendors, and bookstore members to resolved user problems while developing and maintaining excellent relationships between all parties.
- Provided in-house Macintosh computer staff hardware and software support.

Owner/Operator

Campus Video, Inc., Oberlin, OH

1/85 - 5/95

- Developed and implemented a business and marketing plan for the store in 1985.
- Grew business to gross over \$160,000 within the first five years.

- Responsible for all aspects of store management and training including but not limited to daily operation, customer service, budgeting, projections, and marketing.
- Maintained marketing and sales goals to remain competitive while maintaining a high level of customer service, outliving three other video stores.

VOLUNTEER EXPERIENCE

Concurrent Volunteer Work

Present

- Current Board Chair and Strategic Alliance Committee Chair Ohio Dance Theatre.

EDUCATION

Leadership Lorain County	Leadership Strengthening Program	1993 - 94
Lorain County Community College	Accounting Prep	1980 - 81
Elyria High School	College Prep / Business	Graduate 1980

REFERENCES

Lorain County Association of REALTORS – Barbara Tressel-Bangas -
barbtblocar@centurytel.net

Fifth Third Bank – Stephen Lucas - Stephen.Lucas@53.com

First Merit Bank - Dave Janowicz - Dave.Janowicz@firstmerit.com

David L. Garland CPA – Garland & Company – dgarcpa@windstream.net

Servicemaster by Horton - Charles Horton: cahortinc@aol.com

Judy Wright – Zion Community Development Corporation: wrightzcdc@oberlin.net

Caribbean Clear - Cathy White – cwhite@estee.com

Ohio Dance Theatre – Megan Cain – odt@oberlin.net

YWCA of Elyria, Bonnie Kasper – bkasper@elyriaywca.org

Bevan's Pet Supply – Kelli Bachna – postmaster@thebevanspetsupply.com

Dietary Health Foods - Annette Selestak: contact@dietaryhealthfoods.com

The Oberlin Area Chamber of Commerce : Kristin Braziunas -
kboberlinchamber@oberlin.net

Oberlin Inn - Rex Engle: Rex.Engle@oberlin.edu

Totally Floored - Roy Folley – totallyflooredoberlin@yahoo.com

City of Oberlin – Sharon Pearson - spearson@cityofoberlin.com

Town Money Saver, Inc., Bill Zirzow - billzirzow@townmoneysaver.com

TMS Graphics, Cory Solinger - tmsgraphics@midohio.twcbc.com

Life Safety Technologies, Rich Pall, richspall@aol.com

Tupperware, Sue Dunn, abc777@windstream.net

East of Chicago Pizza, Chris Jackson - cjackjo@yahoo.com