

Laina Marie Shockley

Education

- ☞ **University of Central Florida, Masters in Business Administration (MBA)**, December 2005. Cumulative GPA 3.8/4.0.
- ☞ **Cornell University**, School of Hotel Administration **Professional Development Program**, July 2003.
- ☞ **Cornell University**, School of Hotel Administration **Professional Development Program**, July 2002.
- ☞ **University of Central Florida, Bachelor of Science in Business Administration (BSBA)**, Major: Hospitality Management, December 2000. Earned Honors College Medallion by completing 'Honors In The Major' program and an undergraduate thesis. Major GPA 3.8/4.0; Cumulative GPA 3.5/4.0.

Work Experience

- ☞ March 2007 to Present: **Treasurer/Office Manager, Ethos Vegan Kitchen, Inc.**; Orlando, Florida. Strategic and administrative oversight of full-service restaurant. Duties include bookkeeping; financial analysis; general administration and reporting; human resources; payroll administration; legal, insurance and risk management; strategic development; public relations; and marketing and advertising. Webmaster. More information at ethosvegankitchen.com.
- ☞ October 2004 to Present: **Owner/Consultant, Expert Business Solutions, LLC**; Orlando, Florida. Self-employed as a small business consultant. Specializing in small business operations, financial analysis, administration, business strategy and development, strategic marketing and reporting. Client firms range from \$40k to \$3.0M in annual sales across a diverse range of industries. More information at www.expertbizllc.com.
- ☞ May 2001 to March 2005: **Associate, Tishman Hotel Corporation**; Lake Buena Vista, Florida. Full-time employment in hotel asset management. Responsibilities included analysis of monthly operational, financial and sales reports; monthly revenue and cash flow forecasting; lender-required reporting; monthly asset management report to ownership; annual market overview; continuous analysis of Orlando-area market and industry climate and trends; and, supplemental research and/or analyses as needed.
- ☞ April 2000 to May 2001: **Underwriter, Tempus Resorts International**; Orlando, Florida. Full-time employment in self-managed timeshare funding administration. Responsibilities included review of executed purchase documents; determination, resolution, and tracking of document problems; facilitation of securitization; departmental and financial reporting; and creation of cross-departmental best practices.
- ☞ Other employment not listed here included contract processing lead, private groundskeeper, front desk clerk, nightclub door hostess, piano teacher, administrative assistant, receptionist, and musician.

Other Experience

- ☞ May 2001 to December 2011: **Treasurer and Webmaster, Simple Living Institute, Inc.** Treasurer and Founding Member on Board of Directors of local 501(c)3 non-profit organization dedicated to creating opportunities for sustainable living in the Central Florida community. Responsibilities included bookkeeping, cash control, organizational reporting, timely tax deposits, and all reporting to state and federal entities. Webmaster.
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