

Nicole D. Ford

Las Vegas, Nevada

Education

University of California at Berkeley

Bachelor of Science in Business Administration, August 1992

Specialization: Accounting and Finance

Work History

Eastridge Workforce Solutions – Convention Division, Las Vegas, Nevada

May 2012 to Present

Various Positions: Recruiter/Account Manager, Customer Service Team, Project Coordinator, Staffing Coordinator, Ambassador/Associate

On-site Management: On-site manager at events ranging in size from 600 to over 100,000 attendees and 400+ ambassadors/supervisors

- Facilitate communication between supervisors, ambassadors and clients as well as the execution of on-site changes related to staffing needs/levels, schedule/personnel updates
- Real time problem solving and handling schedule reductions/additions, staff or supervisory challenges, human resources, worker's compensation, employee counseling, and legal matters
- Handle show-site overbooks and backfill positions as needed and prepare and deliver fresh timecards to on-site supervisors

Client Service: Prepare/maintain work orders and service contracts with clients; track, log and follow up on client correspondence.

- Convert client scheduling requests to Microsoft Excel grids. Conduct quality control calls, face to face meetings and show site visits.
- Obtain all necessary information from client regarding on-site scheduling needs. Provide cost estimates/budgets/expectations to clients as it relates to staffing requests, pay rates and demographics
- Build loyalty and relationships with clients, and maintain open communication
- Maintain event calendar; prepare and send dispatch sheets
- Review, approve, reconcile and send weekly invoices to clients

Recruitment & Staffing: Successfully manage the entire recruitment, onboarding, staffing, scheduling, compliance, payroll processing and on-site supervision of 400+ associates in conjunction with show management at the world's largest conventions and live events in Las Vegas and California

- Recruiting from various sources, pre-screen, interview, testing/matching candidates, group orientations/trainings, enter new applicants and maintain employee records in ATS system to ensure compliance
- Counseling and disciplinary action including termination. Respond to associate concerns in a timely manner. Prepare and process weekly payroll using MS Excel spreadsheets and computerized database
- Perform payroll audits tracking overtime and compliance with local laws. Coordinating and scheduling breaks
- Perform various administrative tasks using standard MS Office and G-Suite software tools
- Update, improve and implement division policies and procedures for supervisors and internal/external staff

Customer Service Team: During COVID-19 shutdown of large-scale live events, selected to participate in corporate initiative to reach out to current and former clients to solicit and document customer service feedback regarding their experience working with Eastridge

- Numerous daily cold calls and follow-up emails, and performing phone surveys regarding clients' experience. Empathic listening
- Daily meetings with internal stakeholders (VP's, Managers, Recruiters and Business Development Representatives) to communicate feedback and develop a plan of action to retain and/or reactivate the client. Follow up phone calls to ensure client satisfaction
- Documenting feedback results in ATS and google sheets
- Calling workers to solicit and document feedback regarding their experience working at one of our MedTech clients in California

Freelance Convention, Trade Show, Corporate and Special Events, Las Vegas, Nevada

May 2012 to August 2018

Wide variety of temporary and freelance positions at the largest corporate trade shows, conventions and private events in Las Vegas and San Francisco, California. Customer service positions included but not limited to VIP, Press/Media/Press Office, Sponsor, Executive, C-Suite check in, Speaker Lounge, VIP Lounge, Registration typist (60+wpm), Ambassador/Hostess/Greeter, Qualifying Manager, Cashier/Event Ticket Sales, Information Booth, Room Monitor, payroll/time-keeping, preparation, audit and processing, employee paperwork onboarding and compliance, show management and office administration, maintaining office supplies and orders.

Selected to work internally at a show management company for one of the world's top 25 trade shows with over 60,000 attendees. Pre-event call center operation answering phones and responding to attendee and exhibitor questions/concerns, assisting attendees and exhibitors with registration, qualifying attendees in accordance with the show's strict trade-only attendance policies, documentation in various client systems.

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Musician & Performer, Las Vegas, Nevada

June 2009 to January 2020

Performance profile available at www.nicoledford.com

Resources Global Professionals, Las Vegas, Nevada

September 2006 to May 2009

Consultant

A public, project-based professional services firm created to help clients execute strategies on a more cost effective basis by providing experienced and high-caliber accounting, finance, internal audit, information management, human resources, supply chain management and legal professionals

Projects:

September 2006 to October 2006. Nevada-based private gaming and hospitality company: assisted in preparation of accounting and financial reporting policies and procedures manual

October 2006 to May 2009. Nevada-based multi-million dollar vacation-ownership company:

- Preparation and review of account reconciliations in anticipation of financial statement audit
- Month-end close and preparation of financial reporting packages for Sales & Marketing Division
- Preparation of accounting policies and procedures in conjunction with IT, accounting and marketing personnel
- On-site implementation, reconciliation and training surrounding internally-developed software rolled out at sales centers in Hawaii (Kauai and Maui), Arizona (Sedona and Scottsdale) and Florida (Orlando)
- Personnel interviews, walkthroughs and documentation of policies, procedures and process flows surrounding front desk and food and beverage operations
- Various aspects of corporate reporting including but not limited to: financial statement preparation (balance sheet, income statement, statement of cash flows, shareholders' equity, footnotes, etc), fluctuation analyses, ad hoc bank financing, management and executive reporting, audit schedule preparation and liaison with auditors, review of account reconciliations, etc
- In final year, selected to be on the project management team for worldwide Oracle R12 system upgrade

Hooters Casino Hotel, Las Vegas, Nevada

February 2006 to June 2006

Accounting Clerk to Accounting Manager

Hired to provide assistance after the opening of Hooters Casino Hotel (transition from Hotel San Remo) and was promoted within approximately 1 1/2 months to newly-created Accounting Manager position. Duties included but not limited to: nightly casino cage "soft cash count" audits, food & beverage and front desk account reconciliations/audit, daily and monthly revenue journal preparation, supervision of accounting staff, bi-weekly payroll assistance, establishing and documenting policies and procedures, automation of accounting processes, spa inventory, liaison with food and beverage outlet supervisors and executive management

Windswept Holdings LLC, Beverly Hills, California

June 2000 to August 2005

Senior Vice President and Chief Financial Officer

- Responsible for all finance, accounting, reporting and treasury operations for Windswept Holdings LLC along with 9 affiliated companies, subsidiaries and/or joint ventures with over \$100 million asset valuation
- Oversight and coordination of policies and procedures for offices in Beverly Hills, Atlanta, New York, Nashville, and London
- Semi-annual preparation of detailed audit packages for Big 4 auditors (PwC and KPMG). Preparation of budgets, forecasts, cash flow projections, annual and strategic plans. Preparation of monthly, quarterly and annual financial statements and reporting packages for 9 companies
- Ongoing implementation and refinement of various internal controls and procedures. Streamlined the company's accounting and reporting function resulting in a substantial improvement in the timeliness and accuracy of the company's financial statements and reporting packages.
- Ongoing coordination and liaison with corporate and entertainment attorneys on various legal and contractual matters; deal analysis, contractual obligations and compliance
- Involved in negotiations and presentations to the company's parent, Fuji Television Network, (subsidiary of multi-billion dollar media conglomerate, Fujisankei Communications Group) resulting in several multi-million dollar capital injections
- Involved in dispute resolution surrounding the contractual purchase price settlement of a \$200 Million acquisition made by EMI Music Publishing, Inc. resulting in a multi-million dollar reduction to the final settlement amount

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- Worked directly with management, Human Resources Director and Ceridian to establish Section 125 POP plan and restructure the company's medical plan resulting in substantial cost savings
- Coordinated and participated in the financial due diligence surrounding the eight figure purchase of Trio and Quartet Music from Leiber & Stoller in 2003 and the subsequent integration of the acquired companies into the existing financial infrastructure
- Performed deal analyses surrounding renewal of multi-million dollar joint venture deal with a prominent music industry executive
- Continuous 5-year coordination and oversight of response to investigation performed by Internal Revenue Service resulting in over a million dollars in refunds from the IRS to the company
- In final year, assumed responsibility over the Human Resources/Office Management department from the President of the company

Universal Pictures, Los Angeles, California

June 1999 to June 2000

Director, Planning and Ultimates

Reported to the Vice President, Planning and Ultimates. The group was responsible for all forward-looking financial activities for Universal Pictures including annual and strategic plans as well as annual and quarterly forecasts. Directly responsible for preparing film pre-release reports for executive management, "what-if" analyses, 'risks and opportunities' analyses, and film profitability forecasts ("ultimates"). Participated in various special projects including the post-acquisition integration of Polygram Filmed Entertainment's film slate and financial forecasts into Universal Pictures' financial forecast and reporting system. Developed models in Excel to expedite reporting and facilitate departmental analysis of film ultimate variances.

PricewaterhouseCoopers (formerly Price Waterhouse)

January 1993 to May 1999

Audit Staff to Audit Manager, San Francisco and Los Angeles, California

Planned, supervised and performed all aspects of audit and attest, consulting and business advisory engagements as well as special projects for Fortune 500 companies as well as medium-sized, multi-national public and private companies in a variety of industries including film, music, television, cable and radio broadcasting, high technology, retail, and telecommunications.

- Continuously involved in filings on Forms S-3, S-4, S-8, 8-K, 10-K, 10-Q. Prepared or audited financial statements, disclosures, MD&A analysis, annual reports, etc. Evaluated financial statements, cash flow projections, business plans, monthly flash/forecast and actuals and key performance metrics.
- Researched various complex accounting and reporting issues and communicated conclusions to partners and client management. Evaluated and documented general ledger, consolidation, reporting and system strengths and weaknesses.
- Involved in several multi-billion dollar acquisitions, swaps and divestitures (carve-outs) made by SEC registrants: Universal Pictures' acquisition of PolyGram, several telco acquisitions made by AirTouch Cellular, Inc., InterMedia Partners' acquisition, swap and divestiture of several cable systems throughout the United States, Sony Pictures' acquisition of Telemundo, and SmarTalk TeleServices, Inc.'s acquisition of several pre-paid phone card companies throughout the United States.
- Involved in various special projects and consulting work including a tour of service with London Pacific Services (Govett Mutual Funds), an internal time and billing project at PW San Diego, and Hyperion systems implementation and integration project for Bell Atlantic/NYNEX.
- Selected to be on the pilot test and development team of firm-wide rollout of electronic workpaper software. Led continuing education courses ranging from new-hire training to technical training of firm-developed electronic workpapers to all client-service personnel.
- Participated in various committees on diversity, recruiting, staffing, technology, training and other office matters

Volunteer Work

Da'African Village and Africa Love Store (Town Square), Las Vegas, Nevada

February 2018 – Present

Cultural Ambassador and Production & Operations Event Manager/Coordinator, *A Touch of Africa Las Vegas, One Night in Brazil, Drum Circle in Town Square Park & Pan-African Soul Sessions* a bi-monthly forum

Refer to www.africalovestore.com and www.daafricanvillage.org for activities