

Contact

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www.linkedin.com/in/lauraworn
(LinkedIn)
lauraworn.com (Personal)

Top Skills

Business Development
Project Management
CMS

Languages

English (Full Professional)
American Sign Language
(Elementary)

Certifications

Senior Real Estate Specialist
(SRES)
Property Management Certification
Resort and Second Property
Specialist
NMLS Mortgage License
Real Estate Broker

Honors-Awards

Outstanding Teaching Performance
Lt. Robert Merton Rawlins Merit
Award
Outstanding Economics Graduate
(aka Academic Achievement Award)
Pi Gamma Mu
Phi Eta Sigma

Publications

A study of the perceptions of
saleswomen by their managers on
important attributes.

Laura Worn, MBA

Spa Specialist and Skin Care Professional
United States

Summary

Team player known for my extraordinary ability to communicate in a manner that influences decision making. Skilled in developing strong, trustworthy relationships with individuals and groups inside and outside of the organization.

Strong analytical knowledge, skills, and abilities. Extensive involvement in the development of Web 2.0 marketing assets.

My Promise

Strive to exceed production expectations

Engage with customers so they become clients who seek-out our services after they leave

Enjoy my work because it is the most interesting way to self actualize

Experience

Laura Worn dba
Property Manager
January 2006 - Present
California

Maintain accurate and impressive financial statements and files for real estate assets under management. Optimize rental income through the use of modern housing options such as converting units into vacation property, bundling utilities and renting rooms, and careful selection of properties and tenants. Effectively reduce delinquency and increase net operating income.

Guide property improvement projects, partnering with contractors, building owners, and stakeholders to secure on-time completion.

Prepare lease and rental agreements, ensuring accuracy and completion. Perform office administration and accounting functions, including balancing accounts, collecting and recording rental payments, and data management.

Use online property management SAAS applications including Cozy and Tenant Cloud.

Laura Worn, DBA

Digital Marketing and Web Development Consulting

August 2006 - January 2018 (11 years 6 months)

United States

(part-time) Trained over 400 individuals and companies in the use, administration, and development of CMS websites. Developed and delivered training modules and workshops to selected audiences. Prepared training and maintained online classrooms. Directed five-day technical seminars. Conducted training sessions in remote facilities throughout the United States.

Provide feedback to assist companies and their employees in their training development. Developed training plans and meeting agendas with project team leaders. Identified recommendations for business process improvement.

Featured Speaker

DrupalCamp LA, NBC/AOL Beverly Hills, California

BADCamp LA, University California Berkeley Berkeley, California

DrupalCamp LA, Staples Center Los Angeles, California

SandCamp LA, Pruit College San Diego, California

DrupalCamp LA, University California Irvine Irvine, California

Intellectual Capital

Copywriter Drupal 6.x Training and User Manual – State Administrative Offices

Copywriter Drupal 6.x Training and Users Manual – Fortune 500 Company

Copywriter Drupal 7.x Training and Users Manual – Fortune 500 Company

Caltrans

Right of Way Agent

2005 - 2006 (2 years)

Eureka CA

Appraised and acquired real property rights under eminent domain proceedings including preparing written offers based on the fair market value, negotiating settlements with property owners, and working with State attorneys with land value litigation. Secured property rights for transportation projects by researching public and private records in order to determine the true owners of

property and their interests. Assisted attorneys on condemnation process for necessary easements that could not be acquired by negotiation.

Acquired abstracts and performed due diligence researching courthouse public records. Managed all escrow functions for project portfolio including document preparation, signing, processing, and closing transactions.

New Pacific Advisors, LLC
Founder and Portfolio Manager
1997 - 2005 (9 years)
Chico, California

Responsible for operations with full P&L and operational accountability with a team of financial advisors, accountants, traders, and interns. Developed and managed \$15.5 million in client assets in retirement and non-retirement accounts.

Responsible for development, management, and administration of company contracts in accordance with SEC and State Department of Corporations regulations, company policies, legal requirements, and client specifications. Prepared and maintained contract documentation and provided information to industry regulators.

Featured in these publications:

- Horseshmouth®: "How a Financial Advisor Cornered the Divorce Market"
- Horseshmouth®: "Are You Getting Referrals From These Professionals?"
- Financial Planning Magazine® Cover Article: "A Brave New Web"
- Financial Planning Magazine®: "To Link or Not to Link"
- Financial Planning Magazine® Subject of highlighted profile: "One Woman's Web Philosophy"

California State University, Chico
Finance, Marketing, Management, and Management Information Systems Instructor (p/t)
1990 - 2003 (14 years)
Chico, CA

Finance, Marketing, Management, and Management Information Systems. Delivered over 4000 lectures to upper division university business and information technology students on a variety of subject matters. Provided personalized curriculum development, classroom instruction, test preparation, and grading for all submitted assignments.

Course titles included:

Survey of Marketing

Survey of Finance

Sales Force Management

Retailing

Management of Organizations

Internship and Cooperative Education

Managing Personal Success

Principles of Finance

Project Management

Understanding Global Business

Windows, Word Processing and Presentation Software

Spreadsheets and Graphics

Introduction to Databases

Risk and Insurance

Financial Planning

Financial Management

Investment

Enterprise Technology Integration

Senior Seminar in Applied Strategic Decision Making

Windows, Word Processing and Presentation Software

Publication Reviews

Fundamentals of Corporate Finance (manuscript)

Authors: Bodie, Merton, and Crawford

Publisher: Prentice Hall

Copyright: 2003

Format: Manuscript

Finance: Investments, Institutions, and Management, 2/e

Author: Stanley G. Eakins, East Carolina University

ISBN: 0-201-72166-X

Publisher: Addison-Wesley

Copyright: 2002

Format: Hardcover

Retailing Management, 1/e

Authors: Michael Levy, Babson College

Barton A. Weitz, University of Florida @ Gainesville

ISBN: 0-07-255392-8

Publisher: McGraw Hill- Irwin

Copyright: 1992

Format: Hardcover

Polaroid

Call Center Manager and Account Executive

1987 - 1989 (3 years)

Santa Rosa, CA

Call Center Manager for the Data Rescue Diskette for Mag Media LLC, a wholly-owned subsidiary of the Polaroid Corporation. Responsible for superior service delivery to B2B customers by directly supervising the daily operational activities of a team of 15 – 20 contact center associates. Led and coached team in a manner that increased customer interactions and sales commitment.

Met all profit goals, reduced employee turnover, and improved operations nationwide in extremely competitive industry plagued with high employee turnover. Developed and led a process improvement plan which streamlined procedures, increased sales, and improved morale within the division. Implemented call center representative key performance indicators to achieve performance results while creating strategy to raise the performance bar to improve overall contribution by individual contributors. Led system migrations to proprietary database application (Unix) of B2B client list, for seven users with no scheduled downtime. Trained technical staff in all areas of account management and product support.

North American Title

Account Manager

1985 - 1987 (3 years)

Santa Rosa, CA

Developed and executed marketing campaign which resulted in new business within a highly-saturated market. Attained high volume of phone calls and demonstrated strong customer service relations while assisting real estate professionals with various title and escrow support.

Generated new business by creating strong relationships based on hands-on training and support to the real estate community. Training was provided on-site, in-house, and on campus at Santa Rosa Junior College (guest speaker).

Designed a plan and strategy to promote and strengthen the relationship with real estate community. The plan included a consistent practice of making outbound calls by phone every morning to the most productive Realtors® in my territory. This is largely why I consistently met and exceeded sales quotas.

Education

California State University-Chico

Master Degree, Business Administration (MBA)

Humboldt State University

Bachelor of Arts Degree, Economics