

# MELISSA LOPEZ

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## SENIOR FINANCIAL & OPERATIONS EXECUTIVE

### PROFESSIONAL PROFILE

Sharp, driven executive with more than 20 years of proven experience in small business, corporate and international finance and business operations. Enthusiastic in approaching organization-wide challenges from many angles and utilizing financial expertise to deliver effective solutions. Collaborative management style with strong leadership instincts and ability to excel independently. Specialized ability to design tools for greater efficiency and profitability. Excellent cross-functional management skills including working across multiple departments and companies.

### AREAS OF EXPERTISE

Financial Analysis & Reporting	Payroll	National & Global Sales Development
Management Accounting	Bank Reconciliation	Market Penetration & Pricing Strategies
Audits Procedures	Tax Reporting, Filing & Compliance	Client Relationship Development
Forecasting & Budgeting (Operating & Capital)	Accounts Receivable & Billing	Problem Resolution
Executive Decision Maker & Implementer	Cost Reduction & Profit Optimization	Project & Inventory Management
Corporate Vision & Strategic/Operational Planning	Client & Vendor Management	Lean Manufacturing Processes

### EXPERIENCE & ACHIEVEMENTS

**AMERICAN FOOD DISTRIBUTORS**, – Port Richey, FL 2012-Present

*INDUSTRY* – Distribution of foodservices in the public, private and government sectors.

#### TITLE – Controller

Direct the financial affairs of the organization and prepare financial analyses of operations, including interim and final financial statements with supporting schedules, for the guidance of management. Responsible for the company's financial plans and policies, its accounting practices, the conduct of its relationships with lending institutions and the financial community, the maintenance of its fiscal records, and the preparation of financial reports. Supervision over general accounting, internal auditing, cost accounting, and budgetary controls.

#### RESPONSIBILITIES:

Development, analysis, and interpretation of statistical and accounting information in order to appraise operating results in terms of profitability, performance against budget, and other matters bearing on the fiscal soundness and operating effectiveness of the organization.

Maintain the company's system of accounts and keep books and records on all company transactions and assets.

Furnish internal and external reports, revise and update reports to be more useful and efficient.

**RONTAN NORTH AMERICA**, – Miami, FL 2007-2011

*INDUSTRY* - Manufacturer of LED lighting solutions for emergency response systems specializing in LAW, ERS, & Public Safety

#### TITLE – Controller / Executive Director

Provided operational and lean manufacturing expertise to relocate and rebuild a North American Division implemented to provide operations, sales, production and customer support for a subsidiary company of a Brazilian manufacturer. Responsibilities included overseeing all finance departments, developing marketing and pricing strategies, as well as control of all sales and operational departments for corporate reporting of progress, comparisons, analysis, improvements, planning, budgeting and projections.

#### DIVISION TURNAROUND:

Relocated facilities to rebuild organizational and departmental structures, and turned around prior productivity and sales within 12 months; improved gross profit 36%. Secured viability of the North American division's success.

Solely responsible for hiring, training and directing a 25 person sales support team including the Vice President of Domestic & International Sales, Managers and Supervisors; as well as internal and external sales reps across 8 divided territories within the US.

Secured long-term partnerships with 3 of the largest distribution facilities in the emergency vehicle supply industry; in addition to acquiring over 150 new accounts with distributors and vehicle outfitters in the US. Also managed government federal and military contracts and communications.

Directed the initiation of global sales expansion and acquiring distributing partnerships across the Middle East, South Africa, Australia, Netherlands, Mexico, Canada, Hawaii and Puerto Rico; within 8 months P&L's show international sales being responsible for 14% of the increase in gross profit.

Implemented a new inventory system and reorganized the production area and staff to implement lean manufacturing and Six Sigma procedures to increase production over 30%.

Exceeded the parent company's sales and operation objectives 6 months earlier than anticipated and surpassed expectations 24%.

Initiated, led and directed marketing campaigns, events and tradeshow, advertisements for magazines, ecommerce and direct mailings, literatures, flyers and catalogs.

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## SENIOR FINANCIAL & OPERATIONS EXECUTIVE (continued)

**BUSINESS AND FINANCE VISIONARY SOLUTIONS**, – New Port Richey, FL 1999-Present

*INDUSTRY - Accounting / Revenue Increase / Marketing / Consulting / Business Coordinator / Administration Service (Virtual & Physical)*

### **TITLE – Business and Financial Coordinator**

Owned and operated a unique business development service since 1999 for small to large businesses [www.bfvisionarysolutions.weebly.com](http://www.bfvisionarysolutions.weebly.com)

### **SOME SERVICES OFFERED:**

Business Development	Sales Strategies and Implementation	HR - Payroll Processing and Employee Management
Structural Reorganizing	Tax Preparation and Filings	Virtual Secretarial and Assistant duties
Marketing Innovation	Office Management and Administration	Certified Public Notary Services
Revenue Increase	Accounting, Bookkeeping & Write-Ups	Ability to customize services to offer much more...

**INSTANT PRINT PROMOTIONS / IPP FINANCIAL SERVICES**, – Holiday, FL 1999-2007

*INDUSTRY - Split company - B2B services for Marketing, Advertising and Printing needs; Merchant Loans and Student Loan Consolidation*

### **TITLE – Chief Financial Officer (CFO)**

Led task force of senior management individuals to identify, assess, quantify, and implement profit improvement measures.

### **NOTABLE ACHIEVEMENTS:**

Designed and led implementation of new financial systems and financial reporting's for multiple divisions within the company.  
Used Catalog Cost Accounting to successfully penetrate Marketing and Pricing Strategies.  
Established merchandise performance standards to improve sales analysis and product placement in catalogs.  
Increased catalog sales productivity 26% in fall of 2006 and 30% sales increase in Q4 2006.  
Introduced and implemented new telemarketing division that grew 2006 profits by \$2.5M.

**AERO NOVA / INTERNEXX / CATHAY MOTORS INTERNATIONAL**, – Tarpon Springs, FL 1994-1999

*INDUSTRY - Aircraft Maintenance Services / International Trade Import & Export / Electric Vehicle Manufacturing & Sales*

### **TITLE – Divisional Controller**

Responsible for coordinating and maintaining all aspects of this multi-division international company; 4 separate operational offices within the US.

### **PERFORMANCE & EXPERIENCE:**

Client Management with major airline services such as Delta, Canada Air, US Air, Continental, UPS, FedEx and DHL.  
Divisional reporting for sales and operational progress, analysis and projections; including target and budgeting preparation and analysis.  
Preparation of all Executive Board Reporting, Financial Statements, Tax Requirements & General Office Management  
Responsible for all aspects of Finance; including Bank Reconciliation's, General Ledgers, Cost Analysis/Allocation, Payroll, A/P & A/R  
External Station Coordinator, Management of Station Supervisors, Station Audits  
Import / Export, Customs Clearance and Brokerage Management, Shipping Logistics, International Shipping  
Computer Graphic Design for International Marketing and Sales Presentations

## **EDUCATION**

*Minor - Psychology & Sociology* 1996

*Associates - Accounting & Business* 2003

## **SOFTWARE PROFICIENCIES**

### **ADVANCED LEVEL**

*Microsoft Office* - Excel, Word, PowerPoint, Outlook, Publisher  
*Accounting Software* - QuickBooks, Quicken, DacEasy, MS Money

*Tax Software* - Tax Cut, TurboTax, TaxTime, HR Block  
*Adobe Software* - Reader, Acrobat, Distiller, PhotoShop, Flash

### **INTERMEDIATE LEVEL-**

*Other* – SmartTerm Essential (NDS), QuickBase, CorelDraw, SmartDraw, File Maker Pro, PC Anywhere, LogMeIn, Lotus

## **CERTIFICATIONS & TRAINING**

Certified Notary Public of the State of Florida • Certified QuickBooks Advisor • Certificate of Completion US Dept of Labor Compliance (ISO 9001) Quality Management System • Lean Manufacturing & Six Sigma Practices