

MICHELLE CROSS

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

M.B.A., Full-Time Program, Real Estate Development

June 2017

- *Leadership:* Entrepreneurial Leadership Development Program Venture Fellow; VP Anderson Real Estate Association; Director, Entrepreneur Association
- *Membership:* High Tech Business Association; Women's Business Connection; Start-Up ACT Coach

OREGON STATE UNIVERSITY

Corvallis, OR

B.S., Exercise and Sport Science, emphasis in Allied Health

December 2009

- *Honors:* Presidential Scholar; American Association of University Women Scholar; Soroptimist International Violet Richardson Award; Rotary International Service Award
- *Additional:* Research Internship, Center for Genome Research and Biocomputing, studied mycobacterium avium; oversaw lab's daily operations

EXPERIENCE

THE RATKOVICH COMPANY *Commercial real estate development firm*

Los Angeles, CA

Development Analyst

May 2016-Present

Financial Analysis

- Utilized ARGUS to complete the operating budget for a \$150M office property with annual revenue of \$60M; budget was submitted to debt and equity partners and used to successfully refinance the project
- Developed 10yr. annual income projections for a \$500M project in Downtown Los Angeles; projections used to accurately insure the property
- Performed due diligence on a \$190M office and retail project; property successfully sold and new joint venture formed

Strategy and Market Research

- Managed detailed research and analysis of 60+ public markets for the initial development of the San Pedro Public Market; management utilized research to establish specifications for Phase 1 of project development
- Performed a comprehensive brand analysis of The Bloc; assessment was utilized by CEO to create a recommendation for the company's marketing approach moving forward

Project Management

- Executed lease estoppels and performed lease analysis for 100+ tenants on a \$200M mixed-use retail development; estoppels were utilized by partner to refinance the property
- Built tenant coordination system to track, organize, and manage current and prospective tenants through the leasing process; system was used to effectively improve communication between multiple parties involved in the project
- Prepared RFP and assisted selection of architecture firm for a \$100M public mixed-use development; worked with the City of Los Angeles to establish a development timeline for the San Pedro Ports of Call project

MICHELLE CROSS PHOTOGRAPHY *Destination wedding & portrait studio* www.michellegrossphotography.com Bend, OR

Owner/Founder

2010-2016

- Grew business from \$0 to \$80k year-over-year growth by identifying opportunities for growth in local markets; designed and managed marketing campaigns aimed at prospective clientele; built sales relationships with national/international publications and editors; developed strong working relationships and referral network with local vendors; nearly 65% of clients arrived via referrals
- Prepared monthly financial analysis, detailed budgets, and annual forecasting as it pertained to business operations
- One of 100 nominated from across the world to be in Rangefinder Magazine's Top 30 Rising Stars of Wedding Photography for 2014
- Managed ~50 client interactions/year, each over the course of ~1 year, from the point of first contact through the delivery of final wedding images and products
- Designed and implemented the website, blog, and social media platforms to publicize the business; implemented SEO to increase traffic; grew web clientele by 10x in one year

ADDITIONAL

- *Interests:* Sustainable home design and renovation; Microbrew beer; Backpacking; Camping
- *Computer:* ARGUS, Microsoft Excel, Real Estate Financial Modeling