
Jared Haralson

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PROFESSIONAL SUMMARY

As an accomplished and dedicated leader with a specialty for guiding multidisciplinary teams to simultaneously increase revenue, operating efficiency, and customer satisfaction, I have experience managing revenue cycles using an exceptional knowledge of information- and web-based technologies, an accounting background, and a knack for finding improvements.

CAREER ACHIEVEMENTS & LEADERSHIP EXPERIENCE

- **State Bar of Georgia – 01/2017-06/2021**
- **Associate Director of Operations – ICLE**
- **I led a diverse team to execute continuing legal education programs and special projects upon requests while collaborating with all other State Bar of Georgia departments to ensure customer satisfaction. I was responsible for all database operations (implementation, upgrades, deactivation, backup) as well as reporting all monthly revenue cycle information and expenses.**
 - Oversaw implementation of a new database that reduced operational cost by 75% and improved the online user experience. Replaced 4D (DBMS database) with EE (WP database).
 - Created an official Policy and Process for all operational tasks in ICLE.
 - Reduced financial reporting time by program from 30 days to 10 days or less
 - Reduced credit reporting from 15 days to 5 days or less. ICLE reports credit to: State Bar of Georgia's CLE Department, Georgia Real Estate Commission, Georgia Insurance Commission, Certified Financial Planner Board.
 - Analyze operations to evaluate performance of ICLE in meeting objectives and to determine areas of potential cost reduction, program improvement, or change in process.
 - Liaise and collaborate with the following State Bar of Georgia departments on a daily/weekly basis to ensure that we serve attorneys adequately. (Accounting, Communications, Membership, Continuing Legal Education, Law Practice Management)
 - Resolve any business issues that rank from moderate to expert level.
 - Supervise a 5-person staff consisting of: 2 Registrars, 1 Graphic Designer, 1 Marketing Administrator, 1 Website Coordinator.
- **Assistant Director of Operations – ICLE**
- **I led the administrative team to ensure customers received the best continuing legal education program experience in Georgia. I reported all revenue cycle information to the CEO, Executive Director, and Accounting Department.**
 - Led a pricing strategy campaign based on market pricing to help ICLE meet budgetary goals. The first year the price strategy was utilized, ICLE had the first net positive year since 2016. The net operating positive was \$1,000,000.
 - Utilized competitive analysis techniques to create the "Last Chance CLE" that nets ICLE more than \$30,000 annually.
 - Created a new sponsorship package which produced 25% more sponsorship sales.
 - Decreased ICLE's operating Accounts Receivable from \$64,000 to less than \$300 by successfully implementing controls and write-off procedures for registration staff.
 - Reviewed and approved satellite location contracts for Fiscal Year 2019 (FY19).
- **Co-created the FY20 master calendar.**
- **Managed ICLE's entire revenue cycle which consists of program registrations, product purchases, and vendor/sponsorships.**
- **Planned and coordinated programs at institutions such as the Westin Buckhead and State Farm Arena.**
- **Created invoices for all special registrations: Scholarships, Mass Registrations, Discounted Fee Registrations.**
- **Supervised all administrative staff connected to ICLE's database.**
- **Financial Analyst – ICLE**
- **I created the annual budget for the Executive Director and was responsible for reviewing and offering suggestions to maintain the budget on a monthly basis.**
 - Responsible for monthly budget analysis and maintenance.
 - Created a financial forecasting spreadsheet by program based on averages that helped accurately predict program revenue.
 - Established controls for collecting money from Accounts Receivable, reporting credits to the CLE department, and processing registration information.
 - Processed ICLE's 1099's.
 - Created P/L reports by program.
- **Haralson Electric – 05/2012-01/2018**
- **Director of Operations/Co-Owner**
- **I created all financial statements and ensured all jobs were completed in compliance with electrical coding.**
 - Oversight of the planning, execution, and billing of commercial and residential electrical projects.
 - Responsible for monthly budget analysis and maintenance.
 - Generated yearly and monthly financial statements.

- Reviewed and negotiated contracts with Georgia state parks.

TECHNOLOGY EXPERIENCE

- Database Management Systems (DBMS) – Advanced (4D)
- Excel – Advanced (Pivot Tables, Vlookup)
- FirstData Credit Card Processor – Advanced
- Learning Content Management Systems (LCMS) – Advanced (Ce21, LearnDash)
- Mailing Systems – Advanced (Informz, MailChimp)
- Word – Advanced
- Wordpress (WP) – Advanced (EE)
- Access Database – Intermediate (CLE Database)
- Coldfusion (CFM) Website – Intermediate
- Server Management – Intermediate (Bluehost)
- Customized Integration – Beginner (I-Frames)
- HTML Coding – Beginner
- Sage IntACCT – Beginner

EDUCATION

- University of North Georgia – BBA Accounting