

Christina L. McMillan

Professional Experience

HootFly Web Development

Austin, TX

2016 - Current

- Design web sites for individuals and businesses based on their needs.
 - Utilize WordPress, HTML, CSS, JavaScript, PHP, MySQL
 - Current portfolio can be found at <http://www.hootfly.com> and <https://nina2cool.github.io/> for more coding projects
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Unified Finance Organization

Austin, TX

2014 - Current

- Along with my partner Brigitte Benquet, we offer financial services to small and medium sized businesses such as bookkeeping, cashflow, reporting, and profitability.
 - Established an extensive system of spreadsheets used by us and our clients to manage cashflow, budgets, reports, profitability by client, and much more.
 - Designed and currently maintain our corporate web site.
 - Developing a section of our website used by ourselves and our customers to manage their businesses. Using PHP and MySQL to store data in an organized way (currently links and bookmarks to effectively group tools used daily).
 - Utilizing my knowledge of QuickBooks Online to help customers get the most out of their financials.
 - Providing basic bookkeeping services while developing processes and procedures to increase efficiency and accuracy.
 - Delivering data services by analyzing numbers and providing detailed Excel reports that combine data from multiple sources.
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Independent Consultant

Austin, TX

Oct 2011 - Current

- Work on an as-needed, hourly basis on a variety of tasks typically based around finances, operations, and data management. This may include any of the following tasks: billing and invoicing, reconciling bank statements, producing reports and spreadsheets, creating databases, updating a client's CRM, generating cashflow and projection models, communicating with client's customers, and interfacing with vendors.
 - For one client, my role involved being in charge of the Accounts Receivables (sending invoices, receiving payments - using QuickBooks Online), calculating sales commissions and distributing the results, updating Salesforce to reflect cashflow and contracts, and interacting with the client's customers on their behalf. My strategic partner and I are also working together to build new processes and methods and bringing best practices to our client.
 - Another client was a start-up currently seeking investors. So in addition to consulting on the prospectus, I worked on the financials - estimating expenses and revenue. The financials are integrated into the prospectus, and display the information in an innovative way. As of May 2013, this start-up received their funding, and the product is being distributed in stores in Texas.
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SureScore, Inc.

Austin, TX

Oct 2012 - March 2013

Director of Finance and Administration

- Provided the common link between the sales operations team, sales team, client services, and product development teams.
- Oversaw all activities pertaining to day-to-day operations - primarily managing the finances, billing and invoicing, tracking expenses and reimbursements, office administration, and maintaining records.
- Responsible for updating and maintaining the company's financial records using QuickBooks Premier. This included invoicing clients, paying vendors, tracking expenses, issuing reimbursements, and running reports.
- Created a series of spreadsheets to model our current cashflow as well as our budgets and future projections. This involved meeting regularly with the CEO and sales team.

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- Supported the sales team by customizing and maintaining the company's CRM (Salesforce). This role also encompassed sitting in on the sales meetings, running reports, and helping with proposals.
- Supervised inventory management, which included monitoring stock levels and ordering as needed to fulfill contracts.
- Managed and maintained employee records and interfaced with ADP.
- Handled various office administration tasks such as ordering office and kitchen supplies, coordinating with the building maintenance and janitorial staff and answering phone calls.

BestFit Media, LLC

Austin, TX

July 2009 – Sept 2011

Director of Operations & Project Manager

- Supervised all activities pertaining to day-to-day operations - primarily managing the finances, billing and invoicing, tracking expenses and reimbursements, office administration, project management, and maintaining the HR records.
- Responsible for maintaining company's financial records using QuickBooks Pro 2010. This included invoicing clients, paying vendors, tracking expenses, issuing reimbursements, and running reports.
- Created a comprehensive cashflow model in Excel to manage the day-to-day cashflow, as well as our future projections. This tool integrated with Salesforce and was used by the COO and CEO to make decisions about staffing needs and sales requirements, as well as tracking bills, invoices, contracts, pipeline and payroll.
- Revenue for BestFit Media grew from \$0 in 2009 to a run rate of \$3 million in 2011, thanks in large part to the cashflow tool, along with careful planning and money management.
- Developed utilization reports in Excel to help our COO manage the operations side of the business. Reports and analysis include evaluating hours worked, hours planned, and billable utilization.
- Supported the CEO in managing the sales team. This involved customizing and maintaining BestFit's CRM (Salesforce) and training the team on its use. This role also encompassed overseeing the sales meetings, running reports, helping with proposals and managing the pay-per-click campaign to generate leads.
- Managed and maintained employee records and interfaced with Insperity, BestFit's outsourcing payroll and benefits partner. This also included making sure BestFit was HR compliant.
- Handled various office administration tasks such as ordering office and kitchen supplies, coordinating with the building maintenance and janitorial staff, answering phone calls, assisting with travel arrangements, and organizing social events.
- Worked as a project manager on several projects. This involved coordinating projects by interfacing with the client and supervising the development team, as well as managing the project P&L. Launched iPhone application for Norfolk Southern Railroad and led development of a social media iPad application currently in beta.

2003 to 2010

Silent Technology LLC

Austin, TX

Co-Owner/President

- Oversaw the daily activities of the company, such as taking care of new customers, maintaining current customer relationships, directing employees, designing marketing materials, writing proposals and contracts, executing our marketing campaigns, managing invoices and purchase orders, fulfilling orders, managing corporate website, maintaining our internal CRM, running our affiliate program, contact with distribution network, contact with product manufacturing and procurement, and other day to day business requirements.
 - Developed and maintained our custom e-commerce website (www.SilentTimer.com), where customers learn about our company and purchase products over the web. The site also has a sophisticated backend CRM system for tracking orders and inventory, running reports, managing shipments, and organizing customer and retail store information (I built the entire backend web system).
 - Responsible for maintaining company's financial records using QuickBooks Pro and for filing taxes (employment, Texas Workforce Commission, franchise taxes, federal income taxes)
 - Helped set up extensive retail distribution network that includes over 800 retail stores nationwide (independent stores as well as major retailers such as Barnes & Noble and Borders).
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Education

2016	Austin Coding Academy	Austin, TX
Completed HTML and CSS course and Javascript course; currently taking Advanced Front End Development		
1999-2003	The University of Texas at Austin	Austin, TX
Bachelor of Science, Architectural Engineering		

Skills

Skilled in all Microsoft Office Applications (especially Excel) and most computer applications
Highly skilled with QuickBooks Pro and Premier, and QuickBooks Online
Proficient operation of Windows and Macintosh computers
Able to create web applications using Adobe Dreamweaver and SQL database tools
Proficient in Adobe Photoshop, Corel Photo Paint, and Microsoft Picture It
Motivated and flexible team player with established leadership skills
Excellent interpersonal, management, organizational, writing and verbal skills