

SUSAN STRINGER

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[Susan Stringer / LinkedIn](#)

EXPERIENCED BUSINESS MANAGER

Small Business Operations / Customer Service / Team Oriented

Business Manager with 21 years of experience working for a small business from its inception through many business model transitions to pivot with the ever-changing healthcare marketplace. Held several volunteer positions in organizations in managerial and operations capacities. Direct experience with bookkeeping, account management, and all aspects of operations. Team-focused and detail-oriented with an emphasis on efficiency, communication, and customer service.

Administration Operations | Efficiency & Organization | Communications & Outreach

RELEVANT PROFESSIONAL EXPERIENCE

Columbia Scientific, LLC, Portland, OR
Small Business / Manufacturing and Wholesale Medical Devices

2003– Present

BUSINESS MANAGER / PRESIDENT

Columbia Scientific works with all healthcare settings to supply medical devices and accessories for neurorehabilitation providing affordable standard-of-care therapies as well as new innovative devices. The business navigated bringing to market a technology/therapy that was new and subsequently became the standard of care through constant marketing to corporate entities, administrators, and clinical end users.

- Started as the Business Manager of a new family-owned and operated small healthcare supply business transitioning to the majority owner and President in January 2021
- Responsible for hiring and training all office staff including inside sales and marketing
- Remotely managed the sales support team in Portland, OR while setting up a customer service and business office in Tucson, AZ
- Remotely managed our Tucson, AZ location for one year before transitioning the business from an outside sales force to a distributor sales model
- Maintaining a small direct-to-customer segment of the business handling all customer service transactions
- Coordinated implementation of two different CRM and email marketing platforms including creating landing pages and creative emails for lead generation and ongoing product information communication
- Responsible for all inventory procurement, management as well as shipping and receiving operations
- Manage order entry, account management, all bookkeeping, accounts payable, and accounts receivable tasks
- Helped design our two websites as well as create new pages and posts plus updates to the current website
- Sourcing and negotiating terms for new and current distributors and products
- Determined with the current changes in Medicare to the healthcare industry that the business will not scale without significant personal investment, which is not practical. Thus, with the slowdown in rehabilitation services, I am pursuing additional employment

RELEVANT VOLUNTEER EXPERIENCE

Eliot Neighborhood Association, Portland, OR

2014 – 2021*Nonprofit Volunteer Board*

NEWSLETTER EDITOR

2014 – 2021

Editor and managed a team for a quarterly newspaper with an emphasis on awareness of neighborhood issues, businesses, residents, and events. This all-volunteer position was run like a small business and I was responsible for budget reports, accounts payable and receivable, and securing advertising to cover the cost of printing and mailing.

- As a neighborhood association board member, I was voted to be part of the executive board as the Eliot News Editor for seven years in a row handling all aspects of content generation, editing, layout, and delivery
- Led a team of up to seven reporters to publish a 12-page quarterly newspaper sourcing content from local organizations, conducted interviews, and created articles for each quarterly issue
- Implemented a process and budget to mail the publications to every address in the neighborhood boundaries. The paper was previously hand delivered which was inefficient due to hours spent, unreliable volunteers, and inability to gain access to apartment buildings

WEBMASTER

2020 – 2021

Maintained and updated Word Press website for one year posting articles from the newspaper, meeting agendas, and minutes as well as setting up donation and sign-up pages for events' volunteers and vendors

TREASURER

2020 – 2021

Managed funds for the neighborhood association and reported to the board and attendees of the monthly board meetings

- Handled all incoming funds from donations and advertising dollars from the newspaper and deposited funds into the association's bank account
- Created a monthly ledger of income and expenses as well as a monthly profit and loss report shared at association board meetings

EVENT COORDINATOR

2015-2021

Volunteered as a member of teams to coordinate events such as neighborhood clean-ups and collection events and also free summer concerts in the park

- Managed event teams to coordinate marketing, set up and clean up, donation/raffle prize collection, and vendors
- Coordinated vendors for trash collection and picking up reusable items from community clean-up events
- Managed the cash collected from the events, deposited funds, and reported back to the association on results

Prior experience includes:

Bookkeeper, Wilbur J and Lela M Jackson Living Trust/Caregiving, Salem, OR**2018 - 2021****Volunteer Personnel File Management, Volunteers of America, Portland, OR****2014 - 2017**

EDUCATION

Bachelor of Arts (BA), Psychology, Loyola Marymount University, Los Angeles
Elementary Credential, Loyola Marymount University, Los Angeles

SKILLS & AREAS OF EXPERTISE

Inside Sales, Business Development, Project Management, Account Management, Customer Service
Bookkeeping, Negotiation, CRM Management/Email Marketing, Inventory Management, QuickBooks,
Microsoft Office, Google Suite, Office Staff, Presentations

References available upon request