

Ashre'll Sparks

Experienced Operations and Client Relations Director

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Experienced Operations/Client relations director demonstrating qualifications and proven capability within startup companies. Vast knowledge in analyzing KPIs, managing, and lowering operating cost percentages, scripting operating indexes, and creating operations procedures. Possessing keen knowledge of how to motivate/lead a team for exceptional results by leading with empathy and logic.

Authorized to work in the US for any employer

Work Experience

Director of Operations/ Talent Acquisition

Digital Niche Agency - DNA - Marina del Rey, CA

March 2022 to Present

- Collaborated with the Creative Team and Marketing management team to provide contemporary, thought-provoking marketing crowdfunding campaigns.
- Managed underwriting sales and negotiated annual contracts with vendors and clients.
- Supervised Human Resource, Finance, and Billing departments.
- Implemented ongoing training programs that were previously non-existent.
- Worked directly with CEOs and team to develop processes and responsible for rollout and testing in our market.
- Driving operational performance through processes management and improvements that resulted in positive change for the customer, employee, and company.
- Developed and implemented company policies and procedures relating to the daily functioning of the company.
- Analyzed financial KPIs and P & L information to determine strategies and recommended tools to exceed company goals.
- Recruited, hired, and trained new management & tactile employees.
- Cultivated the "Credit for College" internship program and training seminars/handbook
- Managed managers & problem solved department inefficiencies
- Developed best practices across the agency and implemented Audits
- Nurtured and developed company culture and incentive programs

Manager of Operations/Client Relations

Cantor Fitzgerald - Newport Beach, CA

October 2018 to March 2022

- Provide forward thinking, insightful analysis and proactive recommendations to drive consistency, improve performance, simplify finance and accounting processes and leverage synergies
- Work closely with executive management to review job responsibilities and alter employee and departmental tasks based on company needs.
- Collaborate with sales and operations teams to help find ways to create cost-effective business processes that will attract new business.

- Assist Legal/Compliance department in weekly compliance reporting with the SEC/ FINRA rules and regulations
- Establish, improve and enforce operational policies, internal controls and operating procedures
- Partner with Sales managers and Operations functional leaders to fully support technologic initiatives in order to provide extraordinary customer experience to our financial advisors and investors.
- Manage cross-functional links to facilitate Operational Reporting
- Evaluate and streamline business processes and support the team in order to maximize efficiency and effectiveness in the reporting process and improve the output of reports
- Acting as the liaison for both internal & external audit
- Take lead in special operations projects such as onboarding new Broker Dealers or Custodians to our sponsor platform
- Assisted finance in tax reporting mid-year and year end
- Hired and trained new operations and client relations professionals
- Balance fund equity and gross amount weekly
- Open and closed escrow on new investments
- Approved all new investor investments
- Assisted in commission payout calculations
- Liaison to the external qualified intermediaries

Client Services Representative/ AMR Intern

Capital Group/ American Funds - Irvine, CA

January 2015 to October 2018

- Provide service to clients and financial advisors regarding a wide variety of product and account inquiries, redemptions, contributions and purchases.
- Process written requests for account maintenance, contributions and statement mailings related to Non-Qualified, College America and Retirement accounts.
- Educated investors as well as financial advisors on mutual fund offerings
- Resolved reporting inconsistencies.
- Assisted in tax reporting yearly for fund specific information
- Delivered dynamic phone customer service experience
- Monitored external email boxes
- Balanced broker dealer allowances
- Processed corrections on investments

Legal Assistant/HR Assistant

Brownstone law Group - Orange, CA

January 2011 to January 2015

- Negotiated debt in legal and non-legal status
- Resolved escalated consumer complaints
- Met with clients for face-to-face signings and document review
- Liaison between the clients and network attorneys
- Prepared legal documents for attorneys' review.
- Managed a high-volume workload within a deadline-driven environment.
- Aided sales consultants with day-to-day contract modifications.
- Adjusted ACH payments.
- Sales and marketing compliance auditor for compliance purposes.
- Educated consumers of the FTC and FDCPA law.
- Assisted with high dollar, consumers cases.

- Resolved BBB complaints and responded to Attorney General Complaints.
- Recruiting /Talent Acquisition
- Assisted Pay roll/Commissions
- HR Assistant
- Trained new hires
- Resume Review
- Conducted Interviews

Education

Bachelors of Science in Criminal Justice/Human Services

University Of Phoenix - Tempe, AZ

October 2016

Skills

- MS OFFICE (8 years)
- TEAM PLAYER (10+ years)
- Salesforce (4 years)
- Google (10+ years)
- Operation (5 years)
- Escrow (5 years)
- ACH (10+ years)
- Financial Management (5 years)
- Internal Audits (7 years)
- Financial Analysis
- Program Development
- Accounting (5 years)
- SAP
- Account Reconciliation
- Process Improvement
- Talent Acquisition

Certifications and Licenses

Series 99

Present

Knowledge Associated with the Securities Industry and Broker-Dealer Operations

Assessments

Recruiting — Proficient

February 2023

Managing the candidate sourcing and selection process

Full results: [Proficient](#)

Spreadsheets with Microsoft Excel — Proficient

February 2023

Knowledge of various Microsoft Excel features, functions, and formulas

Full results: [Proficient](#)

Sales skills — Proficient

February 2022

Influencing and negotiating with customers

Full results: [Proficient](#)

Customer focus & orientation — Proficient

February 2022

Responding to customer situations with sensitivity

Full results: [Proficient](#)

HR: Compensation & benefits — Proficient

February 2022

Knowledge of compensation and benefits programs

Full results: [Proficient](#)

Management & leadership skills: Impact & influence — Proficient

February 2022

Choosing the most effective strategy to inspire and influence others to meet business objectives

Full results: [Proficient](#)

Work style: Reliability — Proficient

February 2022

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Proficient](#)

Management & leadership skills: Planning & execution — Proficient

June 2022

Planning and managing resources to accomplish organizational goals

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.