
Advisor | Coach | Consultant

Transforming Cultures, Building Corporate Brand and Engaging Employees Proactively

Founder & Owner of Yokie LLC a creative firm specializing in coaching, consulting and advisory for individuals, non-profit organizations, and corporations. A fierce and successful former Senior Human Resources Executive, who served as a key member of the Senior Executive Staff at a Privately Owned Construction Company. Strategically, continues to reshape, retool, and brand by effectively communications and robust culture development through her business startup, Yokie LLC. Develops executable strategies that builds or enhances company culture while motivating teams to exceed the corporate objectives

- *Training and Meeting Facilitation*
- *Culture Change Agent*
- *Strategic Human Resources Consultant*
- *Employment Law, Mandates & Regulations*
- *Employee Relations, Diversity & Inclusion*
- *Conflict and Development Coach*

PROFESSIONAL ACHIEVEMENTS

Yokie LLC | Louisville, KY

2021 – present

Privately Owned Creative Firm specializing in coaching, consulting, advisory from a collaborative standpoint.

Founder/Owner

- Founded and Operate a small successful business for the last 3 years providing coaching and consulting services to individuals, non-profit organizations, and corporations.
- Involved in day-to-day operations, business development from billing, marketing, finance to planning/forecasting
- Build a book of business through networking, social media, and word of mouth
- Meet and collaborate with clients to strategically achieve goals identified by leadership and/or team
- Maintain a high-level of confidentiality to include but not limited from advising executive leadership how to manage sensitive situations
- Create and provide custom documentation, forms, spreadsheets, etc., that is within the client needs, while being compliant with local, state, and federal regulations/law.
- Conduct community engagement and team meetings
- Analyze data and key aspects of the business to evaluate factors driving or impacting the company culture
- Create and manage social media presence
- Serve as Executive Coach to CEO & Presidents for three different organizations

Kelley Construction | Louisville, KY

2016- 2021

Privately Owned General Contracting/General Construction Company with revenues of over \$250,000,000 companywide, two divisions and 300 + employees.

Sr Executive Human Resources Director

- Plan, develop, organize, implement, direct, and evaluate the organization's human resource's function and performance
- Serve as key leader in Company Culture, developed strategies, events, training, and programs
- Develop remote work policies and other pandemic plans, guidelines, and policies
- Serve as executive Green Team member to oversee the operation of the GCCM Division
- Manage team of 3 HR staff and contract HR/Receptionist staff
- Oversee talent management and acquisition
- Serve on councils, boards, and committees for exposure, impact, and implementation
- Ensures that human resources align with Company strategic goals, and objectives
- Serve as a member of Senior Staff as the Human Resources Director at corporate headquarters reporting to CEO and Executive Vice President of Kelley Construction

- Participate in the development of the corporations' plans and programs as a strategic partner, focused on the impact on the workforce
- Provide coaching, and counseling to employees, management staff, executive team
- Responsible for all management training relating to employee relations, employment law and performance management
- Provide HR leadership, advice, guidance, and support to the organization in the areas of recruitment, compliance, retention, employee relations, compensation, training, and construction specific safety oversight
- Develop, implement, and manage wellness programs to mitigate healthcare cost
- Work with CEO and executive leadership on plan design changes to benefits that strategically reduces cost but serves as a recruiting and retention tool
- Serve as ambassador of culture by measuring culture fit of current and future hires, as well as programs and events
- Create and oversee programs that aligns with culture
- Serves a point of contact for legal counsel and other employment legal matters

Rudd Equipment Company. | Louisville, KY & Midwest

2003 - 2016

Privately Owned Heavy Equipment Company with revenues of over \$300,000,000 companywide, multiple locations and 400 + employees.

Senior Executive Human Resources Director (2007 - 2016)

- Serve as a key member of Senior Staff as the Human Resources Director at corporate headquarters reporting to President
- Manage a team of 2 HR professionals and two non-HR professionals, and oversee safety directors day-to-day, to cultivate a unified, values, innovative wellness culture and brand
- Responsible for all management training relating to employees' relations, employment law and performance management
- Improve employees' productivity by reducing workplace injuries, loss time, and implementing a Return-to-Work Program with effective measurable outcomes and strategies.
- Developed worksite wellness program which is recognized as a footprint and model for other companies throughout Louisville and Southern, IN.
- Oversee employee welfare budget annually benefits, compensation and administration for Corporate and field
- Implement corporate competencies identified by senior leadership that transformed a passive workforce into a performance-based workforce that measures core competencies specific to the area of expertise
- Collaborate with President, CEO/Chairperson of the Board with healthcare plan design and changes
- Reduced staff by 17% in 2013-2014 to maintain profitability and growth
- Serves a point of contact for legal counsel and other employment legal matters *Human Resources Director (2003 - 2007)*
- Administer full facet of the human resource function at the corporate and field locations
- Implemented new performance management model that coincide with senior staff objectives
- Provided management and employee relation training
- Identify areas for function centralization and best practices during Corporate restructuring.
- Successfully partner with outside counsel to defend against employment claims across branch locations.

EDUCATION & CERTIFICATION CREDENTIALS

Ottawa University | Ottawa, KS | BA Human Resource Management

2005

University of Louisville | Louisville, KY | Pursued Bachelor in Training & Development

PROFESSIONAL ASSOCIATIONS & HONORS

KHC Board of Directors

2020 -
2023

SHRM, Society of Human Resources Management, member

1995 -
present

Certified Life Coach	2017
Louisville SHRM Board of Directors	2002- 2009
<u>Business First</u> 20 People-to-Know in HR	2014 & 2017
Healthiest Employer Honor for Worksite Wellness Program	2013 & 2011
<u>New York Times</u> Cover Story: Flu Fears Curb Life's Rituals	2009