

# Paul Alfredo Ayala, Sr.

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## Key Skills

### Information Technology

Computer repair, web development, training, database development, networking, data recovery, media editing, cloud computing, content and customer relationship management systems.

### Clerical

70+ WPM, proficient in MS Office Suite (Word, Excel, PowerPoint, Project, Visio, Access, Outlook, Publisher, Expression Web), bookkeeping, correspondence, editing, publishing, advanced digital and hard copy filing, training and presentation preparation.

### Management

Experience in the hospitality industry (catering & restaurant environments), managing large numbers of employees in high-pressure situations.

## SMALL BUSINESS CONSULTANT

Experienced business professional serving the small office/home office (SOHO) market in the San Antonio area and remotely over the Internet.



### Employment History

#### Lead Tax Preparer



#### Stewardship Tax a Jackson Hewitt Tax Service Franchisee

Jan. 2019 – Present

During Tax Season, completes tax forms in accordance with company policies, and in compliance with state and federal legislation and regulations. Answers questions and provide future tax planning to clients. Reviews financial records such as income statements and documentation of expenditures to determine forms needed to prepare tax returns. Researches tax-related questions and issues, and responds to clients appropriately and within a timely manner. Resolves client complaints, or refers situations to supervisor (as appropriate) for resolution.

#### Partner Driver



#### Uber/Uber Eats/Lyft

Feb. 2016 – Present

Use a personal vehicle to transport riders who place ride requests through the Uber or Lyft rider app. Duties include picking up passengers, transporting clients between points of interest, and keeping the vehicle in good condition. Provide riders with safe rides, constant communication, and excellent customer service. Currently maintain a monthly average star rating above 4.9 out of 5 on both platforms.

#### Admin Assistant



#### Urban Uniforms

Jul. 2015 – Jan. 2016

Perform Bookkeeping duties by managing Accounts Payable, Accounts Receivable, Payroll, Tax Reporting, Collections, and Financial Reporting. Create, manage and enforce company policies and procedures as Human Resources Specialist and manage daily office operations in the absence of business owners. Provide Information Technology (IT) support for office's domain-based network and Web Development services for multiple web domains.

#### Multi Store Manager



#### Jackson Hewitt Tax Service, Inc.

Dec. 2014 – Mar. 2015

Manage day to day operations of five office locations in the North West area of San Antonio. Responsible for scheduling staff of Professional Tax Preparers at all five locations, resolving all customer service issues, promoting each location to increase revenue, analyzing financial and other business reports for each location, setting daily/weekly goals for each office, assisting with timekeeping/payroll processing, training employees in customer service and tax preparation and completing daily accounting and bank deposits. Ensure compliance with Internal Revenue Service (IRS) and bank due diligence requirements and regulations and enforce company policies and procedures. Constant communication and coordination with Area and Regional Managers to stay informed of company-wide initiatives and frequent changes in product pricing and promotional campaigns.

#### Hiring Manager



#### Macy's South Park Mall Human Resources Department

Oct. 2014 – Nov. 2014

Seasonal position responsible for researching and scheduling job candidates for retail sales and support positions at a single mall location. Conduct interviews and make final hiring decisions based on candidates' qualifications and skill set in accordance with the requirements of each position. Communicate with department managers regularly to assess their specific personnel requirements. Assist the Administrative Support Team (AST) with onboarding and training of new associates, running change for the cash office and various other administrative tasks. Update employee information in Taleo and PeopleSoft databases.

## Community Service

John Jay High School  
Mustang Band Boosters

Member/Webmaster  
2010 – Present

President  
2010 - 2013

2<sup>nd</sup> Vice President  
2018 - 2019

## Education

General Education  
Degree, 2005.

## Credits



## Small Business Consultant



## Ayala's Small Business Consulting (AsBC)

Aug. 2014 – Present

Self-employed Independent Consultant serving the small office/home office (SOHO) market in the San Antonio area and online. Services include Start-Up Assistance, Incorporation, applying for Nonprofit status, Bookkeeping, Payroll, Income Tax Preparation, Local Tax Filings, and IT. Authorized IRS E-File Provider, Intuit QuickBooks Online ProAdvisor and member of the Wave Pro Network for Accountants and Bookkeepers. Specialize in cloud-based Bookkeeping, electronic Income Tax Preparation and filing services and remote IT support.

## Office Assistant



## EC Tax & Business Services EC Landscaping & Lawn Service Madrigal Properties, Inc.

Aug. 2011 – Jul. 2014

Supervise office personnel and manage daily administrative operations including Bookkeeping (Accounts Receivable, Accounts Payable and financial reporting), managing point of sale (POS) system, mailing/shipping, customer relations, IT and communications management, training and remote assistance. Provide clients with federal and local tax preparation, Bookkeeping and Business Consulting services. Assist with landscaping Cost Estimates, Invoices, payments and collection efforts. Execute Lease Applications and Rental Lease Agreements for residential tenants and assist with processing rent/mortgage payments, assessing late fees, collection efforts, legal notices and coordinate projects with independent contractors. Continuously analyze operations and recommend improvements.

## Office Clerk 3



## Southwest Research Institute® Chemistry & Chemical Engineering Division Microencapsulation and Nanomaterials Department

Oct. 2001 – Apr. 2011

Provide administrative support for a department of forty-five employees in a laboratory/office setting. Assist with preparing correspondence with commercial and government clients, create meeting presentations, organize catered business events, ensure Quality Assurance Compliance, implement and maintain an organization-wide chemical inventory system, Shipping & Receiving, procurement of materials/supplies, create and process business forms, complete expense reports and manage budgets. Also responsible for maintaining departmental office equipment.

## Bartender/Supervisor



## Adecco Hospitality Division

Aug. 1999 – Apr. 2017

Bartending/catering services during temporary work assignments for local hospitality organizations (caterers, hotels, restaurants, private residences, entertainment venues). Serve as an On-Site Supervisor when required.

## Party Coordinator



## The RK Group Catering by Rosemary, Inc.

Jul. 1993 – May 2000

Manage groups of all sizes of staff providing catering services for private events. Maintain Texas Alcoholic Beverage Commission (TABC) and ServSafe® certification. Work directly with clients and coordinate efforts between venue contacts and other departments of the parent company (i.e., floral, rental, kitchen, bar, entertainment, and transportation) to ensure successful event management. Venues included the Henry B. Gonzales Convention Center among other notable locations throughout the San Antonio area, Austin and other Texas locations.