

# Noelle G. Pineda

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*I lead financial strategy and operations for a portfolio of companies across multiple industries, including real estate, technology, and education.*

## Skills

- Financial planning and analysis
- Financial reporting
- Accounting and payroll
- Business development
- Investment management
- Risk assessment and mitigation
- Regulatory compliance and transparency
- Acquisitions, mergers, and divestitures
- Sales operations and management

## Experience

### **Pineda Company (Las Vegas, NV + Remote) / CFO**

November 2022 – Present

- Leading financial strategy and execution for the parent entity to a portfolio of real estate-related subsidiaries, and for the subsidiaries themselves.
- Overseeing all financial functions, reporting, and compliance requirements.
- Driving net profit by working with the executive team and stakeholders on forecasts and budgets.
- Producing periodic company performance reviews, including income statements, balance sheets, and cash flows.
- Owning accounts payable, accounts receivable, payroll, accounting, and access to credit/funding.
- Creating in-house tracking systems, including spreadsheets, dashboards, and custom KPI reports.

### **Pineda Company (Las Vegas, NV + Remote) / COO**

January 2020 – November 2022

- Oversaw company-wide operations for the parent entity to a portfolio of real estate-related subsidiaries, and for the subsidiaries themselves.
- Launched more than 10 new subsidiaries by arranging legal agreements, opening bank accounts and lines of credit, and working with department heads to fill new roles.
- Managed logistics for new products and offerings.
- Designed and implemented processes to improve operational efficiency.

### **Homerun Offer (Las Vegas, NV) / COO + CFO**

August 2018 – January 2020

- Oversaw company-wide operations for a real estate acquisitions firm.
- Also oversaw the firm's finance department and facilitated the purchase of \$100MM+ of real estate.

- Managed real estate rehab projects from purchase to sale, including contractor logistics, property expenses, and escrow documents.
- Created a custom analysis tool to determine whether potential purchases would be profitable.
- Set up tracking for marketing KPIs and related metrics.

### **Forever Home Realty (Las Vegas, NV) / Operations Manager**

September 2017 – August 2018

- Oversaw company-wide operations for a real estate brokerage of 75+ full-time real estate agents.
- Increased the brokerage's efficiency by developing and implementing new processes, systems, and training procedures.
- Enforced compliance of all real estate transactions within the brokerage.
- Owned accounts payable, accounts receivable, payroll, bookkeeping, and finance operations.

### **Hot Dog on a Stick (Southwest US) / Regional Manager**

June 2016 – June 2017

- Managed 25 Hot Dog on a Stick locations on behalf of GFG corporate.
- Traveled to stores in Nevada, Utah, California, and Texas to mentor local managers, improve store performance, and service customers.
- Coordinated five new store openings on behalf of franchisees, including hiring and training staff, site inspection, procuring and setting up equipment, and taking inventory.
- Supported GFG's operational, marketing, and sales goals in the region.

### **Hot Dog on a Stick (Nevada + Utah) / District Manager**

December 2015 – June 2016

- Managed several Hot Dog on a Stick locations in the Las Vegas Valley and Southern Utah.
- Mentored store managers and ran staff training events.
- Oversaw day-to-day store operations.

### **Hot Dog on a Stick (Las Vegas, NV) / Store Manager**

September 2012 – December 2015

- Managed several Hot Dog on a Stick locations in the Las Vegas Valley.
- Oversaw day-to-day store operations.

## **Education**

### **University of Nevada, Las Vegas**

B.A., Theater Studies, *magna cum laude*