

# Mikela Norman, MBA

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## Accounts Receivable ... Administrative Office Support

### Experience in Motor Sports Industry and Business Offices

Accounting ... Marketing ... Event Planning ... Economics ... Customer Service / Relations

Social Media ... Public Relations ... Promotions / Sponsorship Proposals

Organizational Behavior ... Fan Surveys ... Market Research ... Finance

Leadership ... Supply Chain Management ... Customer Service

Computer skills: MS Word, Excel & PowerPoint ... QuickBooks ... Social Media Platforms

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## EXPERIENCE

June 2013 to Present

DMC AUTO EXCHANGE (Pre-owned Auto Sales) ~ Yadkinville, NC

### *Office Manager*

- ▶ Oversee all office functions including: Accounting, monthly bank statement reconciliation, Accounts Payable / Accounts Receivable, bank deposits, sales, Bills of Sale, vehicle title documentation and post office box mail distribution.
- ▶ Completed sponsorship proposals and business plans to present to companies.
- ▶ Audited in 2018 for MN Motorsports; personally prepared accounting for three years (2015 to 2018); records were perfect, so company owed no money.

June 2010 to  
January 2013

AERO8, Inc. ~ Winston-Salem, NC

### *Office Assistant / Sales*

- ▶ Performed general office duties including entering purchase orders, requests for quotes, filing / recordkeeping and answering phones.

## EDUCATION

Winston-Salem State University ~ Winston-Salem, NC

### *Master of Business Administration Degree*

**Relevant Coursework:** Marketing, Accounting, Economics, Finance, Leadership, Supply Chain Management and Organizational Behavior

### MRN / WSSU Internship

- ▲ Supported Executive Assistant in office functions with clerical and receptionist functions.
- ▲ Logged video and audio; dubbed and digitized video.
- ▲ Attended Production meetings.
- ▲ Weekend travel supporting live, big screen productions: Utility work (running batteries and setting up tripods). Assisted Coordinating Producer with video shoots and notes.

### Activities / Projects

Studied Grocery Stores Group Mapping to Display Competitive Product Positions of Rival Stores  
Developed Business Plan for Paisley High School Alumni Association – Economic Environment, Technology, Market Description, Market Segment, Needs, Trends, Promotions, Advertising and Growth

**EDUCATION (continued)**

*Bachelor of Science Degree in Motorsports Management – Concentration: Marketing & Event Planning - Developed skills in Public Relations, Sponsorship and Social Media*

**Activities / Projects**

Motorsports Management Club – President (2011 – 2012)

NHRA Track Services Assistant at ZMAX Dragway in Concord, NC

NASCAR Security Summit – Information Services, Workshops and Registration

Bowman Gray Stadium – *Summer Intern* – Credentials, Social Media and Pace Car Driver

Mike Norman Motorsports – Public Relations, Designed Business Plan and Created Sponsorship Proposals

Keystone Marketing – Brand Ambassador at Roush Fan Day and Charlotte Motor Speedway Hospitality

Penske Racing – Indy 500 Fan Interactions and Tours (2011)

Charlotte Motor Speedway – Pit Tours and Hospitality Village Assistance

Dover Speedway – Fan Interactions and Data Collecting through Digital Surveys Computer