SUMMARY OF QUALIFICATIONS

Experienced Human Resources professional with over twenty years of broad, progressive HR experience working in Corporate America, Hospitality, the Restaurant Industry, as well as consulting. Areas of expertise include but are not limited to:

- State & Federal Labor Laws Organizational
- Compensation & Benefits •

New Hire Administration

- EEO Compliance
- Strategic Planning
- Immigration
- Recruitment & Selection Training & Development
- **Employee Relations** •
- Labor Relations

Development

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- Workers Compensation
- ADP Payroll OSHA Investigations

PROFESSIONAL EXPERIENCE

ITHAKA HOSPITALITY PARTNERS, Auburn, AL

Managing Partner, Human Resources

Responsible for all aspects of Ithaka's human resources function, including employee recruitment, training and interpretation of state and federal employment law.

THE HOTEL AT AUBURN UNIVERSITY (Capella Hotel Group), Auburn, AL

Director of Education & Human Resources (March 2016 – present)

As an Executive/Guidance Team member of the hotel, responsibilities include leading the Human Resources function for the hotel with over 200 employees, the Hospitality Practicum Program for up to 15 students each semester, and teaching Professional Development Course at Auburn University. Duties also include, but are not limited to, strategy, planning, recruitment, selection, compensation, health & wellness, employee retention, employee relations, AA/EEO compliance, onboarding, training, coaching, workers compensation, unemployment hearings, legal compliance.

CHICK-FIL-A, INC., Atlanta, GA

Franchisee Selection Screener/Interviewer (April 2013 – Present)

Franchisee Selection Administrator (November 2011 – April 2013)

Responsibilities include review of Franchisee Operator applications for the Midwest Region and conducting telephone, WebEx, and in-person field interviews in order to assess talent for potential Operator roles. As Administrator, I handled logistics for all operator candidates from application received stage through field interviews, maintain applicant tracking system & files, as well as provided administrative support to Manager, Franchisee Selection and three Franchisee Selection Consultants. Highlights include:

- Onboarding and training three new screeners after turnover of entire team with the exception of myself
- Created Best Practice document for consistency and to assist with onboarding •
- Revised Interview Guide which was benchmarked for all screeners
- Created weekly status review for Midwest Region to communicate metrics on application review and interviews that was • benchmarked for all regions
- Becoming "trusted go to" person for questions and concerns around operation selection process
- Assisted Talent Department with revamping onboarding process/orientation in an effort to create a "REMARKable" experience for new Corporate office staff
- Invited by Vice President, Corporate Talent to lend HR expertise by participating in a roundtable to shape new Employee Relations function for organization
- Creating a dashboard for the screener team to track interview metrics and keep one another accountable
- Streamlined process for candidate selection as administrator

THE COCA-COLA COMPANY, Atlanta, GA

Senior Executive Assistant to Chief Human Resources Officer (November 2010–November 2011) Executive Assistant, Ethics & Compliance (Temp) (July – November 2010)

Responsibilities include providing executive level administrative support to Chief Human Resources Officer

2011 - 2016

2010 - 2011

Talent Management

Coaching/Counseling

Succession Planning

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Unemployment Hearings

2018 - present

2016 - present

KEISHA ECHOLS, PHR, MBA • Page 2 • Experience, Continued

TALENT PLUS, INC., Lincoln, NE (worked from home office in Atlanta)

Human Resources Consultant/Binary Analyst (2008 - 2009)

Implementation Consultant (2006 – 2008)

Premier global human resources consulting firm with over 200-world class, quality-growth oriented clients who began utilizing scientific studies of success to build high performing Talent Based Organizations (TBO's) since the 1960's. *Highlights include:*

- Trusted advisor to leaders of five major clients with domestic and international locations; two of which were company's largest
- Certified in nine behavioral based interviews with scores above 90% inter-rater reliability; obtaining highest score in three
- Assisted in securing new client for company after administering emergency feedback on several executive level candidates
- Participated in the creation of new on boarding process for new Implementation Consultants

THE WEST PACES HOTEL GROUP, Atlanta, GA

2004 - 2007

Human Resources Director

Luxury Hotel Management Company that created new concepts in hotel and resort accommodations and service. Responsible for guiding and managing all aspects of Human Resources services, policies and programs. Reported to the General Manager and provided HR leadership and consultative support to the Executive Team on key initiatives in support of achieving hotel goals.

Responsible for every aspect of HR including but not limited to strategic planning, labor relations, recruitment, coaching & counseling, employee relations, workers compensation, EEO compliance, immigration, investigations, unemployment hearings. Highlights include:

- Established HR function for entire company; referred to as the "Standard Bearer"
- Organized and implemented company's new HRIS system ADP HRB/Benefits Solution •
- Assisted in the creation of, and solely organized and documented, Standard Operating HR Manual for entire company
- Responsible for drafting, final editing and printing of Employee Handbook
- Helped form, lead and facilitate new company-wide Leadership Certification
- Realigned direction and launched training function to reduce employee turnover and support career development for organization
- Won 3/3 arbitrations during tenure which prevented financial and legal exposure and improved and maintained positive work environment in union setting
- Reduced workers compensation expenses by closing thirteen open cases in first three months on the job resulting in substantial reduction in premiums and time off work

THE RITZ-CARLTON HOTEL COMPANY

Director, Training & Organizational Effectiveness, The Ritz-Carlton Lodge, Reynolds Plantation (2004 – 2004) Human Resources Manager, The Ritz-Carlton Lodge, Reynolds Plantation (2002 - 2004) Guest Recognition Manager, The Ritz-Carlton Lodge, Reynolds Plantation (2002 - 2002) Executive Assistant, The Ritz-Carlton Hotel Company, Corporate Office (1999 – 2002)

Luxury Hotel Company that sets the gold standard for the hospitality industry with over 70 hotels worldwide in 24 countries. Joined the company as a corporate Executive Assistant and was promoted into management position at hotel level where I began HR management career. Highlights include:

- Served as hotel ambassador representing hotel at career fairs, local professional and community meetings, and high school to ignite excitement among local population regarding careers in hospitality, while also recruiting qualified candidates for exempt and non-exempt positions throughout the hotel
- Nominated by peers as 5-Star Manager, Reynolds Plantation (2002 & 2004)
- Laid foundation, began and led Guest Recognition Department in new hotel
- Member of Reynolds Plantation Pre-Opening Team (2002)
- Participated on Corporate Events Planning Committee (1999-2002)
- Awarded by peers as 5-Star Employee, Ritz-Carlton Corporate (1999)

THE COCA-COLA COMPANY

Senior Administrative Assistant, Management Support Services (1997 – 1999)

Provided administrative support to nine managers and back-up assistance to the office of Chairman/Chief Executive Officer and Chief Financial Officer

Administrative Assistant II, Global Staffing (1996 – 1997)

Provided administrative support to three Staffing Department Managers and provided back-up assistance to the office of Director, Global Staffing

1999 - 2004

1996 - 1999

2006 - 2009

KEISHA ECHOLS, PHR, MBA • Page 3 • Experience, Continued

SARA LEE CORPORATION

Human Resources Administrative Assistant/Receptionist – Corporate Office (1995 – 1996)

• Handled receptionist duties while simultaneously providing administrative support to three Human Resources Managers

Secretary, Engineering Department – Bakery Division (1993 – 1995)

• Provided secretarial support to Director of Project Management and twelve engineers

EDUCATION

Brenau University, Fairburn, GA – June 2015 - MBA (3.84)

National-Louis University, Atlanta, GA – June 2002 - Bachelor of Arts, Applied Behavioral Science (3.73)

CERTIFICATIONS

Professional in Human Resources (PHR); Certified December 2006 Issued by the Society of Human Resources Management (SHRM)

MEMBERSHIPS AND AFFILIATIONS

Society of Human Resources Management (SHRM)

- National Member since 2003
- Atlanta Member since 2007

1993 – 1996