

Steven Mares

PROFESSIONAL EXPERIENCE

Weber Shandwick – An IPG Agency, Milwaukee, WI: Senior Finance Manager Jul 2022-Present

- Manage major client revenue recognition totaling \$20M annually.
- Coordinate billing operations with billing department. Drafting, editing, & submitting roughly 40 client invoices per month.
- Lead budgeting & forecasting process for full fiscal year & update forecast at each quarter-end.
- Collaborate with Account Management, Project Management, HR, and other areas of the business to ensure financial health of major clients & operations of the wider finance team.
- Conduct trainings with junior staff on all areas of agency finance.
- Manage operating & overhead costs for a specific sector of the agency. This includes forecasting for rent, bad debt, office expenses, etc.

Michael Best & Friedrich LLP, Milwaukee WI: Deputy Practice Group Manager Mar 2022-Jul 2022

- Provide Financial Analysis to support the overall Practice Group, major clients, and specific partner requests.
- Compile data to support annual billing rate increases during client negotiations.
- Coordinate with both Partners and Accounting to identify and resolve billing and collection issues.
- Participate in Associate review process. Compiling financial metrics, written reviews, and roundtable commentary to create overall review packages.
- Assist with process improvements projects related to Firm or practice group structure, back-office process, and technology.

Golin – An IPG Agency, Milwaukee, WI: Finance Director Dec 2021-Mar 2022

- Served as Client Finance Director for all major clients. This included Pepsi, Johnson & Johnson, Ferrero, L'Oréal, and multiple others.
- Facilitated revenue recognition across multiple Golin offices and other IPG Agencies for all these major clients.
- Continue budgeting, month-end, and presenting regional financial performance responsibilities from previous role. Includes maintaining regional budgeting workbook, monthly revenue recognition, overhead cost management, and communication with outside auditors.
- Provide ongoing and ad-hoc analysis for Regional President & Department EVPs to maximize overall revenue and profitability for major clients.
- Manage 1 financial analyst, 1 biller, and 1 AP analyst.

Golin – An IPG Agency, Milwaukee, WI: Senior Finance Manager Oct 2020-Nov 2021

- Present regional financial performance to President of East Coast Operations, N.A. CFO, COO, and parent company (reporting directly to North American CFO).
- Develop and maintain staffing models to ensure department profitability & efficiency.
- Continue budgeting and month-end responsibilities in previous role. Roughly \$25M in 2021 revenue.
- Tools used include SAP, BW (Business Warehouse), and Hyperion
- Monitor and improve quarterly KPIs and provide ad-hoc analysis when requested

Golin – An IPG Agency, New York, NY: Finance Manager Jan 2020-Oct 2020

- Solely responsible for building fiscal year forecasts for two different IPG companies and submitting updated forecasts every quarter.
- Update budgets every month with actuals while providing variance analysis
- Provide variance analysis on P&L accounts including revenue, SRS costs, and variety of overhead costs on monthly, quarterly, and annual basis
- Served as lead local finance representative for Novartis quarterly reconciliations

- Build different financial models to explain account by account profitability

Golin – An IPG Agency, New York, NY: *Financial Analyst*

Aug 2018-Dec 2019

- Determine proper monthly, quarterly, and annual revenue recognition via contract analysis. Revenue recognition includes commissions, retainer fees, and hourly billings
- Maintain annual budget by updating actuals every month and updating projections every quarter. Providing analysis on profitability margin, compensation percentages, and revenue per department
- Create ad-hoc financial models and present to senior leadership teams
- Communicate with staff and general ledger accountants to manage balance sheet accounts, Work-In-Progress, bad debt, and overheard expenses

Quintessentially, New York, NY: *Financial Analyst*

Apr 2018-Aug 2018

- Build and maintain client by client profitability analysis
- Led implementation of new accounting software (Sage200) and new project management software (Procim)
- Build and maintain labor efficiency model to maximize each employees available time for each assigned client
- Create global fiscal year revenue budgets based off current contracts and pipeline clients
- Perform ad hoc financial reports as requested by Global CEO and Global CFO
- Assist Controller in month-end & fiscal year closings
- Build and update fixed-assets/depreciation schedule

Quintessentially, New York, NY: *Junior Accountant*

Feb 2017-Mar 2018

- Assisted Controller in month and fiscal year closings
- Built and maintained invoicing and deferred revenue schedule for corporate clients
- Performed reconciliations of bank accounts, credit cards, and other balance sheet accounts
- Individually in charge of maintaining Accounts Receivable and Accounts Payable accuracy. Ensuring timely payments of creditors and billing of customers

EDUCATION

University of Dayton, Dayton, OH

Bachelor of Science Degree, Accounting, May 2015