

I am a business strategist, educator, and visionary that can solve problems and achieve results in the classroom and the boardroom. I believe in small business, helping people, equity & inclusion, and teamwork.

CONTACT

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MYRTLE BEACH, SC



EDUCATION

 **COASTAL CAROLINA
UNIVERSITY**
MBA
2008

 **UNIVERSITY OF SOUTH
CAROLINA**
ACCOUNTING
2005

BERNITA S. PLATT

BUSINESS CONSULTANT & EDUCATOR

OBJECTIVE

I have a soft spot for entrepreneurship, building communities, and education. I teach my clients and my students the foundation to build successful businesses and careers.

EXPERIENCE

SENIOR BUSINESS CONSULTANT

SC Small Business Development Centers

June 2014-Present

- Currently assisting clients with obtaining CARES Act funding and disaster recovery
- Provides confidential consulting services to existing and prospective small to mid-sized businesses
- Contributes to the stimulation of South Carolina's economy by assisting clients to obtain over \$23M in capital, \$10M in sales, and hundreds of jobs created and retained to date
- Assists clients to develop management and growth strategies to improve sales, yielding the retention of hundreds of jobs
- Strives to establish long-term relationships with clients, increasing client confidence and KPI's obtained
- Monitors client progress to determine if current strategies are effective and efficient
- Trains new employees on consulting procedures and techniques
- Works closely with the SBA, local government offices, lenders, Chambers of commerce, and higher education institutions to promote small business within the state and local economies
- Develops curriculum for seminars
- Assists clients with minority and women-owned certifications

BUSINESS FIRST YEAR EXPERIENCE INSTRUCTOR

Coastal Carolina University

August 2008-Present

- Introduces freshman and transfer students to Coastal Carolina University by exposing them to the academic, personal, social, and cultural resources offered by the University
- Assists with curriculum development that promotes information literacy, creativity, diversity, inclusion, and critical thinking
- Equips students with strategies to develop and refine life skills and career goals
- Promotes civic involvement to encourage students to immerse themselves in the surrounding communities

SKILLS

Problem Solver
Economic Developer
Educator
Analyzer
Leader
Team Player

COMMUNITY

Horry County Schools Appeals Board
Horry County Schools Superintendent's
Business Cabinet
Conway Area Schools Advisory Board
Chair
Conway Elementary School
Improvement Council

CERTIFICATIONS & AWARDS

2017 SBA Center for Innovation
2018 SC SBDC PRISM Award
2019 SC SBDC State Star
Quickbooks Pro Advisor
Growth Wheel Certified
Certified Sales Tax Auditor

MARKETING INSTRUCTOR

Coastal Carolina University

January 2020-Present

- Teaches core marketing principles in hybrid modality
- Advises students on marketing courses offered
- Facilitates interactive application of digital and core marketing strategies

INTRO TO GLOBAL BUSINESS INSTRUCTOR

Coastal Carolina University

January 2022-Present

- Teaches students about the core principles of entrepreneurship
- Reinforces classroom topics through the usage of speakers and actual business experiences, strategies, challenges and goals
- Introduces students to the various disciplines in the college of business

INTERIM AREA MANAGER & SENIOR BUSINESS CONSULTANT

SC Small Business Development Centers

May 2018-May 2019

- Managed office operations, employees, and workflow
- Contributed to South Carolina's economy by assisting clients to obtain over \$8M in capital, \$500K in sales, and multiple jobs
- Monitored center progress to track productivity and identify areas of improvement
- Collaborated with SBA resource partners to develop meaningful programs for entrepreneurs

TAX AUDITOR

South Carolina Department of Revenue

Nov. 2011-June 2014

- Conducted various types of tax audits to ensure taxpayer compliance
- Trained new employees on agency procedures and how to execute successful audits
- Provided taxpayer education to fully explain the audit process and their rights and obligations
- Maintained taxpayer confidentiality in accordance with agency policies
- Compiled and communicated audit findings at completion to identify methods used and audit conclusion
- Performed site visits for businesses applying for tax exemptions and made determinations on eligibility in accordance with business practices and corresponding tax law
- Assisted in audit appeals as necessary
- Educated taxpayers and accounting professionals at various speaking engagements to provide tax law updates
- Served as a member of the SCDOR data breach response team to provide assurance to SC taxpayers in response to the SCDOR data breach

*Proficient in Zoom, Microsoft Teams,
Microsoft Office, Google Suite*