

ALISON J. HOLLINGSWORTH

STATEMENT OF QUALIFICATIONS

Motivated and experienced accountant, accounting classroom lecturer, and online facilitator with a fundamental/thorough understanding of accounting concepts including cost accounting, personal finance, financial planning, entrepreneurship, income taxes, payroll accounting, human resource management, and global business. Demonstrated mastery of accounting and tax software programs, including QuickBooks, Sage 50, SAP, and Corptax software along with Excel spreadsheet analysis. Acknowledged strength in curriculum design, project-based learning, instruction, and online facilitation using multiple LMS programs including D2L, Blackboard and Canvas.

EDUCATION

Samford University, Birmingham, AL

- Master of Accountancy, 2014

Jacksonville State University, Jacksonville, AL

- Master of Business Administration, 2005
- Bachelor of Science in Accounting, 2001

Gadsden State Community College, Gadsden, AL

- Associate in science, 1996

TECHNICAL SKILLS AND ABILITIES

- Proficient in Microsoft Office Applications (Word, Excel, PowerPoint) with Excel training and Certification
- Knowledgeable in QuickBooks Accounting Software, FoxPro, Turbo Tax, SharePoint, Blackboard, Canvas, Edmodo, Moodle, SAP, and Corptax
- Thorough understanding of accounting cycle, from creation of the Chart of Accounts through Financial Statement preparation
- Experienced in Wix web design, Canva, Google Forms, Google Sheets, Google Drive, and Generative AI
- Develops video lectures using Panopto, Screenpal, Kaltura, and ilos
- Experienced in double entry accounting system and income tax preparation
- Certified Financial Counselor Training *and* FPU Coordinator
- eCollege Certified

WORK EXPERIENCE

University of West Georgia, Carrollton, GA **Accounting, Lecturer**

2018 - present

- Serves as Coordinator and Lecturer for ACCT 2102 (Principles of Accounting II) which includes developing exams, syllabi, online homework, etc.
- Coordinator of Stone Center Student Programming
- Serves as faculty advisor for the Collegiate Entrepreneurs' Organization University of West Georgia Chapter
- Serves as UWG faculty coach for the 2023 IIA Atlanta Case Competition

- Serves as lecturer for Personal Financial Management & Strategic Cost Management
- Coordinates NBMBBA Graduate Case Competition team for UWG
- Served as member of the Accounting & Finance Chair Search Committee for the Richards College of Business 2023
- Served as faculty sponsor for the two teams who competed at the Florida State Small Business Case Competition, February 2023
- Served as faculty coach for UWG team at the TiE Atlanta Competition, Feb – March 2023.
- Coordinator for the Richards College of Business Wolf Den Elevator Pitch Competition 2022
- Member of USG HIPS Implementation Faculty Fall 2020 - 2021, 2021-2022
- Member of UWG HIPS Implementation Team Fall 2020 - 2021, 2021-2022
- Coordinator, Richards College of Business Learning Community, 2020 - 2021
- Member of UWG Rules Committee, 2019 - present
- Member of UWG Faculty Senate and Senate Budget Committee, 2018 - 2019
- Served as Lecturer for ACCT 2101 Principles of Accounting I
- Serve as Lecturer for UWG Innovation Initiative First Year Seminar course at UWG
- Incorporates real world business issues and experience in the classroom
- Facilitates online learning using the Desire 2 Learn (D2L) CourseDen platform
- Utilizes My Business Course, McGraw Hill Connect, and CengagevNow for on campus and online courses
- Incorporates current relevant topics in the classroom to enhance student engagement and learning
- Served as UWG Faculty Senator
- Member of Growth Mindset Teaching and Learning Group
- Served as Faculty representative at Honors Convocation & UWG Graduation ceremonies

Southwire Company LLC, Carrollton, GA
Part-Time Professional

2019 - 2022

- Reconciled state tax accounts for all Southwire entities.
- Corresponded with state tax departments to produce resolutions of tax issues
- Analyzed and reconciled tax department professional fees budgets
- Prepared payments for corporate income taxes, business license fees, property taxes, professional fees, etc.
- Involved in creation of budgets for corporate tax department
- Completed various research projects for corporate tax
- Prepared returns for state and sales taxes

Gadsden State Community College, Gadsden, AL
Accounting Instructor

2016 - 2018

- Instructor of Principles of Accounting I & II, Payroll Accounting, Individual Income Tax, Human Resource Management, Personal Finance, Cost Accounting, Computerized Accounting (QuickBooks & Sage 50), Introduction to Business, Electronic Calculations
- Facilitated online courses through Blackboard LMS and CengageNOWv2.
- Incorporated current relevant topics in the classroom to enhance student learning
- Served as student advisor during the enrollment and registration process
- Participated in the Craft Advisory Board
- Coordinated tutoring efforts with Student Services
- Instrumental in developing relationships with entrepreneurial centers
- Coordinated field trip opportunities
- Assisted with determining course offerings
- Incorporated use of technology in the classroom
- Instrumental in developing a student accounting club

- Student accounting club advisor
- Served on GSCC Planning & Education Committee
- Utilized the flipped classroom method of instruction
- Implemented Cengagebrain as an eStudy component
- Utilized MindTap for blended learning
- Completed Student Learning Outcome Analyses for each course
- Served on GSCC hiring committees
- Coordinated internship opportunities for students
- Secured jobs for students in the accounting program
- Completed Student Learning Outcomes (SLOs) for each course

Hewitt-Trussville High School, *Trussville, AL*

2010 - 2015

Director/Lead Teacher Academy of Business and Finance

Implements and incorporates National Academy Foundation Curriculum and Dual Enrollment in the classroom

- Taught Dual Enrollment Principles of Accounting I & II for high school students
- Instructor of Personal Finance, Financial Services, Corporate Finance, Principles of Accounting, Managerial Accounting, Ethics, Entrepreneurship, Business in a Global Economy, Career Preparedness, and Applied Finance
- Incorporated real-world business issues in the classroom
- Instrumental in growing FBLA membership from 30 members to over 100 in one year with state winners each year
- Served as FBLA Advisor, Red Zone School Store Sponsor, RTI Team member
- Coordinated the HTHS Trussville's Got Talent Show Fundraiser that generates over \$3,000 for the Academy of Business and Finance
- Developed a NAF Advisory Board for the HTHS Academy of Business and Finance with community members from business, industry, and higher education. Board members include accountants, certified financial planner, lawyer, banker, CEO, alumni, student leader, and administration.
- Developed a tiered financial sponsorship structure for Trussville area businesses to contribute to HTHS Academy of Business and Finance generating \$2,100 in less than 2 months.
- Organized and implemented all fundraising efforts for the HTHS FBLA Chapter and the HTHS Academy of Business and Finance.
- Developed a strategic partnership between the HTHS Academy of Business and Finance and the UAB Collat School of Business that included Innovation Depot tour and Entrepreneur panel discussion.
- Enhances student learning by requiring Entrepreneurship students to compete in the JA Biz Plan Challenge in which HTHS students won 1st place in 2013 and 2014. Had two teams in the final six for the Biz Plan Challenge in 2015.
- Coordinated the annual New York trip for the HTHS Academy of Business and Finance students and parents.
- Coordinated the FBLA Community Service Projects with Paine Intermediate and Children's Hospital.
- Coordinated with Samford University's Brock School of Business for the annual Freshmen Finance Day for area NAF Academy students.
- Facilitated annual stock market game for HTHS Academy of Business and Finance students.

Virginia College, *Birmingham, AL*

2009 – 2011

Online Accounting and QuickBooks Instructor

Facilitated online student learning of Principles of Accounting I & II and QuickBooks Pro

- Designed tests for the course
- Created additional activities

- Communicated with students
- Graded assignments and posted to BlackBoard and eCollege
- Facilitated online discussion boards

CB Richard Ellis, Birmingham, AL

2008 - 2010

Accountant/Property

Helped create and implement a software program for FoxPro to aid in transaction entries and uploads

- Entered and reconciled transactions for Regions Bank Properties
- Created weekly reports
- Created Excel worksheets

Snead State Community College, Boaz, AL

2005 – 2006

Accounting and English Instructor

Facilitated classroom and blended class learning for Principles of Accounting I & II and English 101

- Designed lesson plans and tests for the course
- Created additional activities to incorporate in the classroom
- Communicated with students
- Graded assignments and posted to BlackBoard and eCollege
- Facilitated online discussion boards and classroom instruction

Eagle Rock Boy's Ranch, Attalla, AL

2004 - 2006

Bookkeeper/Accountant

Involved in all aspects of bookkeeping

- Implemented QuickBooks and time clock software
- Entered all transactions
- Reconciled bank statements
- Accounts Payable

CERTIFICATIONS

2023, August. **Career Essentials in Generative AI** by Microsoft and LinkedIn

2023, August. **Trainer Skills 2023 – Business Processing Modeling** with SAP Signavio

2023, August. **Trainer Skills 2023 – Getting Started with SAP Build Apps**

2023, July. **Notary Public Appointment**, Coweta County, GA

2023, April. **Lean Accounting Foundations**, LinkedIn

2023, January. **Conflicts of Interest** CITI Program

2022, June. **Trainer Skills 2022 – Intro to BPI** with SAP S/4 HANA

2022, June. **Trainer Skills 2022 – Accounting Information Systems** in SAP S/4 HANA

2019, June. **Certified Data Analytics Professional** through the Data Analytics Certifications Institute (DACI)

VOLUNTEER EXPERIENCE

Project Gift Southwire Company, Volunteer, Carrollton, GA **2020 – 2022**

- Various activities such as Tornado relief efforts and backpack for kids

The ARC of Calhoun & Cleburne Counties, Board Member & Treasurer, Anniston, AL **2017 –2018**

- Treasurer and member of various committees

Hands on Birmingham, Birmingham, AL **2011**

- Tornado Relief efforts

First Baptist Church Trussville, Trussville, AL **2010 - 2013**

- Financial Peace University Coordinator/Facilitator and Ministry of Praise Orchestra Member

Hewitt-Trussville Husky Band, Trussville, AL **2009 - 2013**

- Concession Stand worker – Football games
- Ticket Sales – Band concerts

HTHS Band Booster Treasurer, Trussville, AL **2010 – 2011**

AWANA Coordinator, Pleasant Valley Baptist Church, Rainbow City, AL **2004 - 2005**

AWARDS AND MEMBERSHIPS

- 2023 UWG Richards College of Business Annual Faculty Teaching Award for Collaborative Learning Experience
- 2022 UWG Richards College of Business Annual Faculty Teaching Award for Academic Outreach
- 2022 UWG Richards College of Business Annual Faculty Teaching Award for Teaching Excellence
- 2019 UWG Innovations in Pedagogy Conference New Faculty Award
- 2015 Trussville Rotary Teacher of the Month
- 2014 Junior Achievement Teacher of the Year, Birmingham area
- Georgia Society of CPAs member
- American Accounting Association member
- Association of Certified Fraud Examiner member
- Beta Gamma Sigma Member
- Toastmasters International Member 1992 - 1995

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PARTICIPATION IN WORKSHOPS/MEETINGS

2023, July. Cornerstone Faculty Development Workshop, virtual.

2023, June. Logistics Month of Learning: SAP Integrated Business Planning Workshop

2023, June. SAP Artificial Intelligence Workshop

2023, June. Business Process Modeling with SAP Signavio Workshop

2023, June. SAP Build Apps Workshop

2023, May. UWG Innovations in Pedagogy Conference, Carrollton, GA.

2023, May. Newnan Economics Forecast Meet & Greet, Newnan, GA.

2023, May. UWG Richards College of Business Faculty/Staff Meeting, Carrollton, GA.

2023, April. UWG Celebrate West, Carrollton, GA

2023, April. UWG Richards College of Business Accounting Club Banquet, Carrollton, GA.

2023, March. Women Empowering Women Conference, Carrollton, GA.

2023, March. UWG Richards College of Business Accounting Strategic Planning Meeting, Carrollton, GA.

2023, March. McGraw Hill Managerial Accounting Symposium, San Antonio, TX.

2023, February. UWG Richards College of Business Board of Advisors Meeting, Carrollton, GA.

2022, November. UWG Course Design Workshop, webinar.

2022, November. Stone Center Family Business Luncheon, Carrollton, GA.

2022, September. Fall 2022 Accounting & Finance Department Lunch w/ Dean Johnson, Carrollton, GA.

2022, August. Fall 2022 Faculty & Staff Meeting, Carrollton, GA.

2022, August. Virtual Cornerstone Faculty Development Workshop: Syllabus and First Day of Class, Carrollton, GA.

2022, June. 2022 weARE Webinar Series Data Analytics: From the Profession to the Classroom, webinar.

2022, June. Accounting Information Systems Curriculum for SAP S/4HANA Logistics, Webinar.

2022, June. SAP Introduction to University Alliances & Business Process Integration class, Webinar.

2022, May. Cornerstone Summer Faculty Workshop, Carrollton, GA.

2022, May. 2022 Economic Outlook, Newnan, GA.

2022, April. LEAP West HIPs Committee Meeting, Carrollton, GA.

2022, April. UWG HIPs Implementation Meeting, Carrollton, GA.

2022, April. UWG Regional USG Teaching & Learning Conference 2022, Carrollton, GA.

2022, April. Faculty Research Luncheon, Virtual, Carrollton, GA.

2022, March. Rules Committee Meeting, Carrollton, GA.

2022, March. Women Empowering Women Conference, Carrollton, GA.

2022, February. Spring Faculty Research Lunch, UWG Richards College of Business, Carrollton, GA.

2022, February. LEAP West HIPs Campus Committee Meeting, Carrollton, GA.

2022, February. HIPs Implementation Team Meeting, virtual, USG.

2021, October. Troubleshooting Tips for e-File Errors, webinar, CSC Corptax,

2021, October. Welcome Meeting for HIPS Implementation Faculty Fall 2021 – Spring 2022, webinar, USG.

2021, June. Corptax U.S. Compliance – Basic State Series, webinar, CSC Corptax.

2021, May. U.S. Compliance Using Corptax – Basic Federal Series, webinar, CSC Corptax.

2021, May. Improve Student Learning and Engagement Through High Impact Practices Panelist, online conference, UWG.

2020, September. Zoom 101 Webinar, Carroll Chamber of Carroll County Georgia.

2020, May. Innovations in Pedagogy 2020 Online Edition, UWG.

2020, May. Global Tax Management: “Breaking Down Tax Automation,” Alteryx online webinar.

2020, May. Resolving E-file Errors in Corptax, CSC Corptax online webinar.

2020, May. The Future of Accounting Education Virtual Workshop, McGraw Hill Education.

2020, April. Georgia University Entrepreneurship Initiative’s “Best/Worst Practices and Resources for Teaching Virtually to College Students” and “Online Entrepreneurship Education – Student Experiences & Input” online webinar.

2020, February. Amending Your International Tax returns with Ease webinar by CSC Corp.

2020, January. Improving Your Online Course, Quality Matters online course.

2019, November. American Accounting Association 2019 Teaching and Learning and Curriculum Section Mid-Year Colloquium, Tampa, FL

2019, May. UWG Innovations in Pedagogy Conference 2019, Carrollton, GA.

2019, May. Richards College of Business Faculty Development Workshop, UWG, Carrollton, GA.

2018, September. Webinar on “How Can I Promote Enrollment and Retention in Challenging Courses that Motivate Instead of Frustrate?” Presented by Lolita Paff, PhD, Associate Professor, Business and Economics, Penn State Berks sponsored by Magna Publications.

2018, August. Webinar on Connect Training. Presented by Suzanne Bautz, McGraw Hill Education.

2018, March. Webinar on “Engaging Students in Business Analytics.” Presented by Robert Stine, Wharton School of Business, in collaboration with Pearson Publishing.

2018, February. Webinar on “(Teaching Trends) Active Learning in the Flipped Classroom.” Presented by Dan Bachrach,

University of Alabama.

- 2017, September. Webinar on “QuickBooks Education – Where is it going?” Presented by Labyrinth Learning
- 2017, September. Attended Advisor Resources CRM Training Session. Anniston, Alabama.
- 2017, August. GSCC Convocation presented by the Disney Institute. Gadsden, Alabama
- 2017, June. Webinar on “EY Academic Resource Center: An Overview of Analytics Mindset Competencies and Case Offerings.”
- 2017, February. Webinar “Lunch and Learn: The Next CPA Exam” webcast and Q & A presented by the AICPA.
- 2017, January. Attended “Seven Steps to Grants: GSCC Grant Writing 101” workshop. Anniston, Alabama.
- 2016, November. Webinar on “Preventing Discrimination and Sexual Violence: Title IX, VAWA and Clery Act for Faculty and Staff.”
- 2016, November. Attended Credentialing for Career Tech Programs seminar. Gadsden, Alabama.
- 2016, October. Webinar “Understanding Fiscal Responsibility” presented by the Council for Economic Education.
- 2016, October. Webinar “ACCA: Generations in the Workplace.”
- 2016, September. Webinar “Election Economics: Money and Elections” presented by the Council for Economic Education.
- 2016, September. Webinar “ACCA Workshop: ADA in the Classroom.”
- 2016, August. Attended the “I-Can” workshop presented by Tony Holland, Dean of Instruction at Wallace Community College, Alabama.
- 2016, January. GSCC Convocation, Gadsden, Alabama.
- 2015, July. Economics and Talladega Superspeedway presented by the Federal Reserve Bank of Birmingham. Talladega, Alabama.
- 2014, July. Attended the 3-day “Accounting Pilot and Bridge Program Workshop” in conjunction with the Alabama Society of CPAs. Montgomery, Alabama.
- 2011 – 2015. Attended multiple workshops hosted by the Alabama Economics Council and The Federal Reserve Bank of Birmingham.

ATTENDED CONFERENCES:

- 2023, October. Innov8ga Fall Conference, Macon, GA
- 2023, September. NMBBAA 45th Annual Conference, Philadelphia, PA
- 2023, May. UWG Innovations in Pedagogy Conference, Carrollton, GA
- 2023, April. The Society of Business, Industry, and Economics 23rd Annual Academic Conference, Destin, FL.
- 2023, March. Managerial Accounting Symposium, San Antonio, TX

2022, May. UWG Innovations in Pedagogy Conference, Carrollton, GA.

2022, April. 2022 American Accounting Association Southeast Region Meeting, Tampa, FL.

2019, November. American Accounting Association 2019 Teaching and Learning and Curriculum Section Mid-Year Colloquium, Tampa, FL

2019, April. USG Teaching & Learning Conference 2019, University of Georgia, Athens, GA.

2017, October. Attended the Annual Educator Conference Sponsored by Becker Review at the Alabama Society of CPAs Office, Montgomery, Alabama.

2013, July. Attended the 3-day 2013 National Academy Foundation (NAF) Next Conference. Orlando, Florida.

2011, July. Attended the 3-day 2011 National Academy Foundation (NAF) Next Conference. San Francisco, California.

PRESENTATIONS:

2023, May. Participated in the UWG Innovations in Pedagogy SRAP Panel Discussion.

2023, April. Presented *When a Whistleblower Reports: Characteristics of A Whistleblower, Whistleblowing Effects on a Company's Stock Prices, and Retaliatory Action Against the Whistle Blower* at the Society of Business, Industry, and Economics 23rd Annual Academic Conference, Destin, FL

2022, May. Co-presented *Designate Your Course as a High Impact Practice (HIPS): A workshop on HIPS Course Design* at the 2022 Innovations in Pedagogy Conference, Carrollton, GA.

2021, May. Co-presented *Improve Student Learning and Engagement through High Impact Practices (HIPS)* at the 2021 Innovations in Pedagogy Conference, Carrollton, GA.

2019, April. Presented *the Monopoly Project: Using Projects and Simulations to Promote Engagement and Learning* at the USG Teaching and Learning Conference 2019, University of Georgia, Athens, GA.

2018, February. Presenter at the "GSCC Advising for Business" workshop, Gadsden, AL.

OTHER ACTIVITIES:

2019. Accuracy checker and reviewer for accounting textbook for Wiley.

2018-2019. Created and reviewed various end of chapter questions, test bank questions, and solutions manuals from Intro to Personal Finance textbook for Wiley.