

BM

Brenda Mitchell

Banking

Branch manager and former district sales coach with 14 years in retail and small business banking. Built three branches past \$300M in deposits and ran a 9-branch region through a core conversion.

CONTACT INFORMATION



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KEY SKILLS

- Multi-branch P&L management
- Deposit and loan growth strategy
- Core conversions (Fiserv, Jack Henry)
- OCC and FDIC exam preparation
- CRA and HMDA reporting oversight
- Talent development and succession planning
- Small business and commercial referrals
- BSA / AML program oversight
- Salesforce Financial Services Cloud
- Compensation plan and incentive design
- Branch network optimization

Professional Experience

DISTRICT SALES MANAGER, RETAIL BANKING | NORTHSTAR HERITAGE BANK, MINNEAPOLIS, MN

2021 - PRESENT

- Oversee 9 branches across the Twin Cities and St. Cloud markets, \$1.6B in combined deposits and 78 employees.
- Lifted district deposit growth from 3.1% to 8.4% year over year by re-segmenting books of business and tying banker scorecards to household growth instead of unit counts.
- Led the retail side of a Fiserv to Jack Henry core conversion across the district with no day-one branch outages.
- Promoted 6 universal bankers into branch manager seats during a 30-month stretch.
- Sit on the bank's CRA committee and chair the small business lending sub-committee.

BRANCH MANAGER | NORTHSTAR HERITAGE BANK, EDINA, MN

2017 - 2021

- Ran a flagship branch with \$412M in deposits, \$138M in consumer and small business loans, and 14 staff.
- Hit top branch in the bank for cross-sell ratio three years running (4.2 products per household).
- Built a referral pipeline with two CPA firms and a commercial real estate broker that produced \$9.6M in new commercial deposits.
- Cleared two consecutive zero-finding internal audits and a clean OCC consumer compliance exam.
- Mentored an emerging-leader cohort of 5 bankers from neighboring branches.

BRANCH MANAGER | LAKESHORE TRUST BANK, DULUTH, MN

2014 - 2017

- Turned around an underperforming branch ranked 38 of 42 to top 5 within 19 months.
- Replaced 4 of 8 staff after performance reviews, hired and onboarded their replacements.
- Grew the branch's small business book by 47 relationships, mostly Iron Range contractors.
- Cut overdraft refund rate by tightening front-line coaching on Reg DD disclosures.

ASSISTANT BRANCH MANAGER | LAKESHORE TRUST BANK, HIBBING, MN

2012 - 2014

- Supervised 5 tellers and 2 personal bankers in a small market branch.

- Owned vault, ATM balancing, and weekly Federal Reserve cash orders.
- Originated consumer loans up to \$50K under delegated lending authority.
- Acted as branch BSA contact, filed CTRs and reviewed SAR referrals.

PERSONAL BANKER | LAKESHORE TRUST BANK, HIBBING, MN
2010 - 2012

- Opened and serviced consumer deposit and loan accounts in a 3-banker branch.
- Earned top regional new-account ranking in 2011 with 312 accounts opened.
- Trained as branch back-up notary and IRA specialist.

Education

- M.B.A. Finance, University of Minnesota Carlson School, 2016
- B.S. Accounting, University of Minnesota Duluth, 2010
- Graduate, ABA Stonier Graduate School of Banking, 2020
- Series 6 and 63, active