

M e l i n d a B a s k i n s

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Controller & full charge bookkeeper with real world business acumen, utilizes on-time, concise data for crisp reporting. Custom niche reporting furthers your insight and amplifies your decision-making power in management, forecasting and budgeting.

Kinara Spa / Olga Lorencin Skin Care Clinic and Skin Care Brand

West Hollywood/ Beverly Hills 2012 to 2018

Annual Cash Flow- 2M +

Accomplishments:

- Negotiated:
 - 22% savings on 32K liability payoff
 - Contracts for linen services and credit card processing resulting in annual \$12.5K savings
 - Best price & terms for manufacturing processes, packaging, services & equipment
- Designed & monitored salary, commission & bonus structures for Sales Director & Reps, both salaried & independent
- Prepared for and was the Company point person for an EDD audit & credited by the EDD for complete and clean records that contributed to the positive outcome
- Implemented conversion of IC's to Employees & devised equitable payment structures
- Development of Banking relations to successfully open new lines of credit
- Co-navigated company successfully onto EDI, QVC, Nordstrom sales, analytics & accounting portals & platforms

Significant role in:

- Dissolution of 70 Investor LLC after real estate sale- Including investor disbursements, moving operational systems, state and federal agency accounts to new LLC and closing out \$249K in gift cards for old LLC
- New location buildout payment management, landlord relations, moving schedule & operation set up

Successful interface

- Lawyers, Accountants, Bankers, Investors, State & Federal agencies, Auditors, Vendors, Employees, Contractors & Consultants

Responsibilities

- Bi-Weekly- A/R, A/P, payroll for 10 employees and 20-25 IC commissions,
- Daily Sales Entries, weekly bank reconciliation & cash flow reporting, monthly petty cash, PayPal and credit card usage & processing reconciliations. Quarterly sales tax, financial and customized sales performance reporting and as needed, detailed cost analysis, purchasing plans, and specialty analysis. Annual workers comp audits, 1099's & insurance.
- Regular oversight of inventory, daily sales collection & eCommerce activities

Clients 2013 to current

Includes- Restaurant, Event & Interior Designer, Apartment management, Photographer and Producer & more

- Monthly entry & reconciliation, client questions, 1099's, sales tax & required reporting
- Consulting in financial decision making, Set up organizational & time efficiency strategies,
- Chart of Accounts set up, cleanup, teaching & shoe box records to functioning books

Skills QuickBooks - online, desktop and Mac, Microsoft office suite & MindBody software

