

Melinda Baskins

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Controller-Level Bookkeeping | QuickBooks Online Cleanup | Monthly Financial Operations | Remote

Controller-level bookkeeper with hands-on financial operations experience across professional services, retail/e-commerce, beauty/wellness, events, nonprofit, HOA and creative businesses. Known for cleaning up under-maintained books, creating owner-friendly systems, and delivering reconciled, CPA-ready financials with practical business judgment.

CORE STRENGTHS QBO cleanup & monthly bookkeeping | Reconciliations & balance sheet cleanup | A/P, A/R & payroll coordination | Sales tax & 1099s | Cash flow/custom reporting | Owner/CPA communication

EXPERIENCE

BRIGHTBRAIN BOOKS

Independent Bookkeeper / Controller | Los Angeles / Remote | 2013 to Present

Serve as a controller-level bookkeeping resource for small businesses and professional practices, including law firms, physical therapy practices, homeowners association, nonprofit reconciliations, restaurant, apartment management, photography/production and event/interior design.

- Provide monthly bookkeeping, bank and credit card reconciliations, cleanup, chart of accounts setup, sales tax, 1099s and required reporting.
- Move shoe-box or under-maintained records into functioning books with usable structure, documentation habits and clear next steps for owners.
- Support CPAs and tax preparers with reconciled financials, clean handoffs and balance sheet cleanup.

CONFIDENTIAL CREATIVE ENTREPRENEUR GROUP

Controller / Full-Charge Bookkeeper | 2017 to 2024

Multi-entity luxury event, interior design, salon, specialty beauty retail, product manufacturing, wholesale and e-commerce group.

- Managed financial operations across related entities as the business expanded across service, retail, wholesale, online and product channels.
- Supported complex domestic and international event operations: vendor and contractor payments, client invoicing, budget tracking and documentation for event budgets up to \$4.1M.
- Handled payroll, sales and inventory tracking, A/P, A/R, bill pay, reconciliations, financial statements, sales tax/state reporting and vendor/supplier communication.
- Recorded and reconciled sales from Square, Squarespace/website, Shopify, Amazon, Facebook and other platforms; used QBO, Bill.com, Lightspeed and QuickBooks Payroll.

KINARA SPA / OLGA LORENCIN SKIN CARE CLINIC AND SKIN CARE BRAND

Controller / Full-Charge Bookkeeper | West Hollywood / Beverly Hills | 2012 to 2018

Managed accounting and financial operations for a \$2M+ annual business across spa/clinic, product brand, e-commerce and wholesale/retail activities.

- Managed A/R, A/P, payroll for 10 employees and 20-25 independent contractors, daily sales entries, weekly bank reconciliations, cash flow reporting and quarterly sales tax/financial reporting.
- Prepared PayPal/credit card processing reconciliations, 1099s, workers comp audits, insurance reporting and detailed cost/sales analysis.
- Prepared for and served as company point person for EDD audit; credited by EDD for complete, clean records supporting a positive outcome.
- Supported investor LLC dissolution, agency transitions, gift card closeout, new-location buildout payments, vendor contract savings, banking relationships and credit-line setup.

TOOLS & SKILLS

Accounting & payroll: QuickBooks Online (QBO), QuickBooks Desktop/Mac, Bill.com, QuickBooks Payroll, Patriot Payroll, Track1099.

Retail, e-commerce & operations: Mindbody, Lightspeed, Shopify, Amazon, Square, Squarespace, PayPal.

Reporting & workflow: Microsoft Office/Excel, bank/credit card feeds, reconciliations, cleanup, cash flow reporting, custom reporting, owner/CPA communication, AI-assisted workflow and research tools.