

Melinda Baskins

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Controller-Level Bookkeeping | Full-Cycle Financial Operations | Complex Cleanup & Special Projects | Remote

Controller-level full-cycle bookkeeper with hands-on financial operations experience across professional services, retail/e-commerce, beauty/wellness, events, nonprofit, HOA and creative businesses. Strong in complex cleanup, multi-entity/intercompany accounting, inventory and product costing, and special projects involving investors, financing and business transitions. Known for bringing order to complicated books and delivering reconciled, CPA-ready financials with practical business judgment.

CORE STRENGTHS Full-cycle bookkeeping & financial operations | Deep QBO/balance sheet cleanup | Multi-entity & intercompany accounting | Inventory, COGS & product builds | Cash flow/custom reporting | Investor & special-project reporting | Payroll, sales tax & 1099s

EXPERIENCE

BRIGHTBRAIN BOOKS

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

Controller-level bookkeeping resource for small businesses and professional practices including physical therapy, HOA, nonprofit, restaurant, apartment management, photography/production and event/interior design.

- Provide full-cycle monthly bookkeeping, reconciliations, cleanup, chart of accounts setup, sales tax, 1099s and required reporting.
- Take on deep cleanup and special projects, moving shoe-box, under-maintained or structurally messy records into functioning books with usable systems and clear documentation.
- Support CPAs and tax preparers with reconciled financials, balance sheet cleanup, research and clean handoffs; handle loan applications, investor reporting and related-business/intercompany projects as needed.

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 full-cycle financial operations across related entities, including intercompany activity, as the group expanded across service, retail, wholesale, online and product channels.
- Managed inventory, COGS and product accounting, including finished products built from multiple components.
- Supported complex domestic and international event operations - vendor/contractor payments, client invoicing, budget tracking and documentation for event budgets up to \$4.1M.
- Handled payroll, A/P, A/R, bill pay, reconciliations, financial statements, sales tax/state reporting and sales across Square, Shopify, Amazon, Squarespace and other platforms.

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 spanning spa/clinic, product brand, e-commerce and wholesale/retail activities.

- Managed full-cycle accounting including A/R, A/P, payroll for 10 employees and 20-25 independent contractors, sales, reconciliations, cash flow, sales tax and financial reporting.
- Oversaw inventory, product and sales activity; prepared detailed cost, purchasing and performance analysis.
- Prepared for and served as company point person for EDD audit; credited by EDD for complete, clean records supporting a positive outcome.
- Played a significant financial role in dissolution of a 70-investor LLC after a real-estate sale, including investor disbursements, agency/operational transitions and closeout of approximately \$249K in gift cards.
- Supported banking and credit-line activity, new-location buildout payments, vendor negotiations, compensation structures and other special financial/operational projects.

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, reconciliations, cleanup, cash flow and custom reporting, owner/CPA communication,

AI-assisted workflow and research tools.

