

JUSTINE REED

Semi-retired problem solver looking to assist entrepreneurs and small businesses with part-time bookkeeping or operational needs.

(970) 331-1080
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2701 Stover Street #5
Ft Collins CO 80525

EXPERIENCE

White Owl Bookkeeping, Ft Collins CO — *Owner*

JULY 2020 - PRESENT

Maintaining a local accounting & consulting practice in Ft Collins, CO

Van Cafe, Ft Collins CO — *Interim CFO*

JUNE 2021 - OCTOBER 2022

Acumatica ERP software conversion for midsize retail/manufacturing firm
Projects involving inter-company accounting & multiple sales tax regions

White Balcony & Killer Rabbit, Ft Collins CO — *Owner*

DECEMBER 2003 - JULY 2020

Founded and ran concurrent local retail businesses that grossed over \$1M annually
Hired, trained & managed ten to twelve staff at a time, including managers
Bought, priced, and visually merchandised over 100,000 SKUs
Handled accounting, strategy, admin, marketing, and trash disposal in-house

Vail Resorts, Vail CO — *Director of Ecommerce*

MAY 2000 - DECEMBER 2003

Helped build robust platforms to sell lift tickets with room nights
Managed relationships with Travelocity, Expedia, Priceline and other travel sites
Mergers, acquisitions, and investor relations

Macquarie Bank & Bankers Trust, Sydney, Australia

MAY 1994 - MAY 1997

Back, middle & front of house positions in investment banking & equity derivatives

EDUCATION

Yale School of Management, New Haven CT — *MBA*

AUGUST 1998 - MAY 2000

Master of Business Administration with an emphasis in Marketing
Co-manager of nonprofit Food for Thought

Macquarie University, Sydney Australia — *BEC (Hons)*

FEBRUARY 1989 - JUNE 1993

Bachelor of Economics with Honors, Management Accounting

SKILLS

Business Setup
Intercompany Accounting
System Conversion
Budgeting / Financials
Payroll
Sales Tax
Reconciliations
Inventory Management
Chart of Accounts
Operations Review
Developing Manuals
Copywriting
Ad Hoc Problem Solving

TECHNOLOGY

Quickbooks Online & Desktop
Excel / Numbers
Word / Google Docs
Square / Shopify
Instagram / Facebook
Squarespace
Acumatica

VOLUNTEER GIGS

CASA of Larimer County
The Growing Project
Yale Day of Service