

Gina Balit

gb1105@gmail.com * (323)316-6425
* 556 E Palm Ave #301 Burbank, CA 91501 *

OBJECTIVE: I am a dedicated and detail-oriented bookkeeper with a strong background in financial and organizational management, seeking a bookkeeping position that leverages my QuickBooks Online expertise and allows me to contribute to others' success.

SUMMARY: With over 15 years of bookkeeping experience, I am proficient in QuickBooks Online and possess a deep understanding of bookkeeping principles and maintaining and managing financial records. I have excellent organizational skills and a commitment to accuracy. I am well-versed in reconciling accounts in a timely manner, managing accounts payable and receivable, and generating financial statements and reports to support informed decision-making. With a mental health background, I am empathetic, warm, and sensitive to people's needs.

EDUCATION:

- **California State University of Northridge (CSUN) - Northridge, CA** 8/2005 – 12/2009
BA in Child and Adolescent Development
Minor: Graphic Design
- **Phillips Graduate Institute (PGI) - Chatsworth, CA** 8/2010 – 5/2012
MA in Psychology
Emphasis: Marriage Family Therapy/Art Therapy

WORK EXPERIENCE:

The Art of MFT | Child Therapy and Art Therapy: Woodland Hills, CA *Owner, Psychotherapist, 1/2020-Present*

- practicing since 2010 in varying capacities (trainee, associate, to licensed) and settings (school based, agency, shelters, transitional homes, group practice, etc)
- opened own private practice - working with young children of divorce and abuse as well as the Armenian community, created space provide group therapy to people in need as well as workshops for community
- built strong business foundations, systems and relationships via personal connection, networking, marketing, and serving in leadership roles that allow for business growth
- private pay or sliding scale offered to underserved communities, also took in single case agreements with insurance
- financial planning and analysis, manage and maintain financial records

GB Professional and Creative Services: Burbank, CA *Owner, Freelance Designer and Bookkeeper, 1/2016-Present*

- providing a variety of creative (web and logo design, social media marketing, etc) as well as professional (bookkeeping, administration, etc) to a variety of clients (short and longer term projects)
- served as a clinical manager for a group practice for 8 years, starting as aid in social media marketing and website support
- currently contract with Your Virtual Admin (Michael Johnson: webmaster, publisher, editor) as Co-Admin (Advertising, Bookkeeping) for the Los Angeles Chapter, California Association of Marriage & Family Therapists (LA-CAMFT) as well Web Administrator for the San Gabriel Valley Chapter; have been assisting the San Fernando Valley Chapter during his transition since Sept 2023 (while maintaining my Advertising Chair and board member volunteer roles)
 - collected advertisements and inquiries on shared document
 - aided in event needs, to include website and email marketing/advertising
 - collected articles for newsletter in a timely manner, edited as needed
 - created, edited and published newsletter and eblast advertising publications
 - utilize templates and/or coding on various platforms
 - schedule emails monthly or monthly
 - manage and maintain financial records, ensuring financial data accuracy
 - enter data in a timely manner, manually via custom documents received from CFO and upload of transactions from credit card processor or via sync with bank
 - created custom spreadsheets on Excel to verify numbers, knowledgeable about formulas and pivot tables
 - track and organize transactions including accounts payable, accounts receivable, and general ledger entries into appropriate categories

- add new vendors and customers when needed, adjusted entries and made journal entries when needed
- conduct regular bank reconciliations (credit card, saving, checking) to identify discrepancies and resolve issues
- prepare monthly and annual financial statements, including profit and loss (regular, detailed, month/year), balance sheet, and general ledger to provide chapter with a comprehensive overview of their financial health
- prepare custom financial statements (Profit and Loss by Class) to allow chapter to look at meetings and special events more closely
- understanding of accrual vs cash basis accounting
- experience with small business as well as non-profit (reporting to larger state association)
- collaborate with CFO in establishing and managing budgets and tracking expenses and income, helping them achieve financial goals and providing insights for cost-saving opportunities
- submit PDF tax document of 1099 contractors to CFO to send to accountant, along with year-end reports, for taxes
- communicate in a timely manner with chapter president, CFO, accountant and provide any additional information/edits/analysis as needed

Free Clinic of Simi Valley: Simi Valley, CA

Clinical Supervisor, 1/2022-Present

- supervise trainees in their journey to become a therapist
- provided mainly individual supervision but triadic as well when needed
- attend monthly supervisors meetings
- provided resources as needed such as legal consults with our state organization (CAMFT) as well as DCFS or APS for abuse reporting
- reviewed notes, treatment plans, videos in a timely manner
- signed paperwork in a timely manner
- maintained overall knowledge of LMFT and LCSW field as well as legal and ethical considerations

Dragonfly DuLou: Los Angeles, CA [business now closed] Administrative Assistant and Bookkeeper, 8/2006-1/2016

- merchandise/class/event sales and customer service for children and families ("a children's boutique, family club")
- placing orders (clothing, toys, accessories, etc.), creating programs/themes for events (free concerts, birthdays)
- designing/updating flyers, brochures, website
- advertising via social media and emails
- overseeing birthday parties and setting up/down for classes, managing children, and aiding families
- submit payroll and important business filings and payments
- manage and maintain financial records, ensuring financial data accuracy...in store for business and at their home for personal needs
 - enter data in a timely manner (manually, via upload, or via sync with bank)
 - track and organize transactions including accounts payable, accounts receivable, and general ledger entries into appropriate categories
 - add new vendors and customers when needed, adjusted entries and made journal entries when needed, tracked inventory and sales
 - conduct regular bank reconciliations (credit card, saving, checking) to identify discrepancies and resolve issues
 - prepare monthly, annual financial, as well as custom statements including profit and loss, balance sheet, and general ledger to provide business with a comprehensive overview of their financial health
 - collaborate with owner in establishing and managing budgets and tracking expenses and income, helping them achieve financial goals and providing insights for cost-saving opportunities
 - communicate in a timely manner with owner regarding upcoming orders and payments
- gained leadership/managerial qualities

VOLUNTEER EXPERIENCE:

San Fernando Valley Chapter, California Association of Marriage & Family Therapists (SFV-CAMFT): Woodland Hills, CA

VP of Marketing, Advertising Chair, Past President 1/2016-Present

- Board of Directors and chair volunteer leadership roles for this non-profit; learned to work as part of a team (who to report to and when)
- shadowed and eager to learn all year 2015 at board meetings then served as VP of Marketing for 6 years, still current Advertising Chair and now finishing additional 3 year commitment as Elect/Current/Past President

- increased marketing and advertising "voice" and branding, strengthened graphic design skills by creating a new chapter logo
- created and designed marketing materials (brochure, member directory) for chapter to use at community events (selling MFTs and mental health as "product"), translated brochure to Armenian, all for outreach committee
- networking at all our events and meetings, created Expressive Arts Special Interest Group
- created/designed and sent out monthly email blasts for events and meetings (email marketing)
- created social media accounts and campaign, posted 3-5x per week with trends and themes, shared/liked from and supporting other chapters and organizations, presented/consulted on digital marketing for pre-licensed community
- contacting and answering questions for advertisers, resolving technical issues with CFO, web admin, and newsletter publisher
- acted as then helped the president and corresponding VPs in the formulation, development, and execution of plans, policies, and programs for the chapter
- ran general membership meetings and board meetings, created agendas
- manage and maintain financial records, ensuring financial data accuracy
 - look over financial statements such as Profit and Loss and Balance sheet, along with custom documents, with CFO to better understand chapter's financial health and identify any issues at each board meeting
 - collaborate with CFO in establishing and managing budgets and tracking expenses and income, helping them achieve financial goals and providing insights for cost-saving opportunities
 - provide feedback to CFO for and after annual financial review

QUALIFICATIONS (CERTIFICATIONS, TRAININGS & ENGAGEMENTS):

- speaker: 1 hour at SFV-CAMFT pre-licensed group, social media tips and tricks - 8/2016
- speaker: 1 hour at state CAMFT leadership conference with SFV chapter, social media tips and tricks - 2/2016
- speaker: 1 hour at state CAMFT leadership conference with SFV chapter, digital marketing tips - 2/2017
- speaker: 1 hour at Valley Federation of Eating Disorder (VFED) table talk, art therapy with children and teens with eating disorders - 4/2017
- guest teacher: 2 hours (4, 30 minute groups) class at CSUN, art therapy education and intervention - 10/2016
- Adult, Child And Baby First Aid/CPR/AED Certified - renewed 2023
- PROFESSIONAL LICENSE: Licensed Marriage and Family Therapist LMFT#115140, Registered Art Therapist ATCB#14-224
- PROFESSIONAL LICENSE: QuickBooks Online Certification (in completion process, effective Nov 2023)
- BUSINESS LICENSE: GB Professional and Creative Services 1/2018
- BUSINESS LICENSE: The Art of MFT | Child Therapy and Art Therapy 1/2020]

AWARDS & RECOGNITIONS:

- SFV-CAMFT volunteer appreciation spotlight/highlight - 1/2016, 1/2017, 11/2018, 11/2019, 1/2020, 11/2021, 8/2022, 1/2024
- SFV-CAMFT chapter member of the year award (for marketing and advertising) - 2016
- SFV-CAMFT distinguished member award (for long term service) - 2019
- SFV-CAMFT outstanding contribution award (for marketing and stepping up to presidency) - 2022
- SFV-CAMFT outstanding leader - 2023
- LA-CAMFT volunteer appreciation gift/highlight - 11/2015, 11/2016, 11/2017, 11/2018
- Armenian Mental Health Professionals United volunteer appreciation - 3/2021

OTHER EXPERIENCES, SKILLS, FACTS:

- bilingual in English and Armenian (Western and Eastern dialects, written and spoken), Christian
- passionate work ethic
- strong written and verbal communication skills
- professional and warm demeanor for customer service and team management, friendly, empathic, caring, compassionate, humorous
- excellent time management skills and follow through, able to meet deadlines effectively
- self-starter, motivated and determined, quick learner
- love paperwork and creating spreadsheets, organized
- able to focus and manage multiple tasks/multitasker
- strong attention to detail/detail oriented, critical thinking and problem solving skills/analytical
- positive attitude even under pressure, able to work in a fast-paced environment with minimal to no supervision

- proficient with technology, solid understand of computer (PCs and Macs) and cellphone/mobile (Google/Android, Apple/iPhone) operations and software, equipt with high speed home and cellphone internet connection as well as hotspot
- proficient in Google Drive/Workspace, Microsoft Office, Adobe Creative Suite, QuickBooks, LightSpeed, Paychex, ADP, Constant Contact, WordPress, ActiveCampaign, WildApricot, Slack, Monday.com, HubSpot, DocHub, Tevera
 - QuickBooks specific skills: Accounts Payable and Receivable, General Ledger Reconciliation, Financial Statement Preparation, Payroll/1099 Processing, Expense Tracking, Bank Reconciliation, Budget Management, Financial Analysis
- proficient in social media platforms: Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Tumblr
- proficient in coding, building and optimizing websites and newsletters (HTML, CSS, JavaScript, SEO)
- working knowledge of GAAP

REFERENCES:

- available upon request

**please note various jobs have been left out to keep only related ones on this resume*