

MEL BUTOW
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Summary of Qualifications: Financial executive with a proven track record of progressively responsible managerial and controllership experience, specializing in financial accounting and operations.

MESHLASA ENTERPRISES, North Woodmere, NY
Accounting consulting services and Real Estate sales
CEO & President

January 2009-December 2013

- Provide accounting services for small and startup companies including complete financial statements, inventory control and cost analysis.
- Real estate sales specializing in purchasing short sales and foreclosures, and renovating properties for resale.

MONTCALM PUBLISHING, INC., New York, NY
Magazine publishing company
Comptroller

April 2004 - December 2008

- Provided strategic, operational, and financial analysis for company operations, including sales and marketing strategies.
- Acted as liaison between legal counsel and corporate management during acquisitions, lawsuits, and Chapter 11 proceedings.
- Developed effective planning process providing the company with a vehicle for setting priorities and direction.
- Initiated reporting procedures to generate monthly financial statements in accordance with GAAP.
- Established new system budgets for departments resulting in efficiency and cost savings.
- Restructured and updated accounting systems.

HOLSTED MARKETING, INC., New York, NY
Direct marketing /distributor/of Costume Jewelry
Controller

January 2001 - March 2004

- Key financial contact for direct marketing company's clients.
- Provided monthly updates to product lines teams, including the communication of financial results, key business trends and profitability.
- Initiated procedures that increased staff efficiency by analyzing workload and organizational behavior.
- Implemented accounting policies for new catalogue venture.
- Established reporting methods for advertising budget.
- Reviewed ongoing analyses of operational cost, margins, and SG&A costs.
- Administered an inventory system designed to track and reconcile Importing and Exporting transactions.
- Assisted management team to implement new areas of advertising.

MSGI DIRECT, New York, NY

May 2000 - January 2001

List brokerage Management Company

Controller

- Created effective financial reporting deadlines to meet the needs of new corporate owners of list brokerage management company.
- Integrated acquisitions into existing financial systems and organizations.
- Ensured effectiveness of credit and collections policies.
- Managed budget process and provided financial analysis against those budgets.
- Performed managerial activities including selecting, supervising, and coaching of staff.
- Monitored staff performance and evaluated department effectiveness.

THE EDELMAN GROUP, New York, NY

January 1999 - May 2000

Boutique advertising & graphic arts company

Controller

- Revised financial reporting of graphic arts company for two years prior resulting in tax refunds.
- Created new client fee structure resulting in 33% improved cash flow.
- Standardized cost accounting controls covering actual time allocations.
- Resolved problems with impeding computer operations.

PRECISION TELEPHONICS, New York, NY

March 1994 - December 1998

Telephone systems and equipment company

Sales of 10MM

Controller

- Established inventory and purchased controls optimizing cash flow.
- Analyzed computer-generated program to establish correct calculation of sales tax.
- Provided leadership and management of accounts payables, accounts receivables, payroll, and credit and collections divisions.
- Established controls to ensure work flow competency resulting in time and cost savings.

MEL'S PLACE, New York, NY

April 1990 - February 1994

Food establishment

Owner/General Manager

- Oversaw daily administration of the entire operation.
- Established all aspects of budgeting, forecasting, control processes, and systems.
- Prepared reconciliation of daily, weekly, and monthly sales and purchases.
- Initiated promotions resulting in increased sales.

STEPHEN L. GELLER, INC., New York, NY

February 1977 - April 1990

Advertising and media buying company

Controller

- Directed all aspects of financial management and operations of advertising and media buying company.
- Instituted the accounting procedure for barter purchases and related inventory resulting in reduced advertising space, hotels, and airfare costs.
- Supervised development plans, policies, and procedures for computer operations.
- Developed human resource policies for hiring, training, and termination.

EDUCATION:

B.B.A Baruch College, Major: Accounting, 1974