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**Profile:**

- Team player with strong interpersonal/organizational and mentoring skills
- Ability to multi-task and act independently and produce quality detailed results
- Excellent analytical and problem solving skills
- Effective verbal/written communication skills
- Experienced manager well versed in GAAP and Revenue Recognition requirements in a start-up entity.

**Operative Media, Inc.**

**December 2007 – August 2009**

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**Financial Controller**

- Responsible for directing the monthly accounting close including generating, reviewing and distributing the financial statement package, in accordance with GAAP principles, to the Chief Financial Officer.
- Prepare variance analysis against budget and forecast along with explanations and reporting of trends on a monthly, quarterly and year to date basis.
- Oversee all banking relationships across the US, UK and India entities to ensure and maintain cash flow requirements.
- Responsible for directing and processing the Payroll and Human Resource departments of the company. This includes serving as the liaison between the legal department and Human Resource departments for H1-B visas and related work sponsorships.
- Maintain and approve all capital purchases and ensure that planned purchases fall within the board approved capital expense budget.
- Prepared the annual budget and related forecasts and maintained and updated 3 year plan for all departments.
- Supervised staff of three.

**Life Balance Media, LLC**

**February 2006 – November 2007**

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**(Acquired by Gaiam, Inc. in July 2007)**

**VP of Accounting**

- Responsible for directing the monthly accounting close as well as generating, reviewing and distributing the financial statement package, in accordance with GAAP, to the Chief Financial Officer and Board members.
- Prepare departmental analysis for distribution to seven different department heads on a monthly and year to date basis.
- Responsible for capital budgeting, IT management and purchasing for entire company.
- Oversee and manage payroll as well as cash flow forecast for the entire company.
- Supervise a staff of three.

**College Sports Television (CSTV)**

**December 2003 – February 2006**

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**(Acquired by CBS in January 2006)**

**Director of Accounting**

- Responsible for directing the monthly accounting close as well as reviewing and approving all supporting schedules.
- Generate, review and distribute the Financial Statement package, in accordance with GAAP, to the Vice-President of Finance.
- Manage and direct the Accounts Payable, Accounts Receivable and Cost accounting departments of the company.
- Conduct ad hoc variance analysis, in both quantitative and written format, between actual and budgeted results as needed.

- Provide financial support to the Ad Sales and Traffic groups by budgeting, forecasting and reporting Advertising Revenues and explaining variances.
- Successfully managed the conversion from the previous accounting system to the Great Plains ERP financial accounting system.
- Supervise a staff of three.

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**Liss Consulting**
**June 2003 – December 2003**


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**Budget Manager/Finance Support Staff**

- Analyze and research business flows of the firm so that optimal performance is attained and kept.
- Prepare monthly management reports analyzing new business as well as actual vs. budget variances for pre-existing business to arrive at acceptable churn rate.
- Assist management with client issues and resolutions as requested.
- Accounts Receivable/Accounts Payable.
- Payroll processing and authentication.

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**Primedia Business Magazines and Media / About.com**     **December 1998 - May 2003**


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**Business Manager, Marketing and New Media Divisions**

- Responsible for budgeting and forecasting of operating results for twelve publications on a bi-weekly, monthly, quarterly and annual basis.
- Responsible for budgeting and forecasting the revenues of eighty websites as well as the operating costs for the entire New Media Division.
- Presented financial results to the President, Vice-President of Finance and Publishers and provided variance analysis as requested.
- Responsible for analyzing costs and generating ideas for improvement in profitability.

**Director of Revenue Accounting/Business Manager**

- Responsible for recording and analysis of company wide Revenue on a monthly/quarterly basis.
- Responsible for budgeting and forecasting of company wide revenue on a quarterly basis.
- Managed the operations of Account Receivables, Billing and Credit and Collections.
- Directed the recording, analysis and payments of the company's sales representatives.
- Served as the liaison between Accounting and Business Operations, troubleshooting operational inefficiencies and establishing controls.
- Implemented and converted to Oracle Financial Applications (General Ledger, Accounts Receivable and Accounts Payable) from previous accounting system.
- Supervised staff of seven.

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**ICC Chemical Corporation**
**March 1998 – December 1998**


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**Assistant Controller**

- Analyzed and prepared monthly senior management reports on the performance of Traders and Contracted Salespeople on a quarterly/annual basis. This included analyzing actual vs budget variances with recommendations and solutions to staying within budget.
- Prepared monthly Profit and Loss Statements and related Consolidations for New York and Foreign offices.
- Analyzed and researched workflow issues in preparation for purchase of new Accounting and Traffic system. Worked closely with IT Staff to improve efficiencies with current Accounting, Traffic and Lotus Notes systems.
- Oversaw Accounts Payable and General Accounting Staff.

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**Condè Nast Publications, Inc.**
**March 1996 – March 1998**


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**Revenue Analysis Manager**

- Managed the recording and analysis of Advertising and Newsstand Revenues and associated discounts and allowances for sixteen consumer market magazines and related websites. Total yearly sales volume was in excess of \$500million.

- Budgeted and forecasted Advertising Revenues and Allowances on a bi-yearly basis.
- Responsible for the preparation of senior management reports on a monthly, quarterly and annual basis.
- Directed the recording, analysis and payments of the company's sales representatives.
- Managed the daily cash receipts application for the company's outstanding receivables.
- Directed the recording and analysis of company wide royalties.
- Supervised staff of four.

**Education:** Bachelor in Business Administration, Finance, Bernard M. Baruch College

**Computer Skills:** Oracle Financial Systems, Oracle Financial Analyzer, Microsoft Office, Microsoft Exchange, DART Ad serving System, Eyebaster & Unicast tools, Great Plains Dynamics, Peachtree Complete Accounting, Quickbooks, Lotus Notes, Best Programs FAS2000, Monarch, McCormick & Dodge Accounting System, ADMARC Billing, Credit and Receivable system, ADP Total Source Payroll, Salesforce and Infinium Financial Systems.