

# DAVE JOO

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- OBJECTIVE** Utilizing my experience to develop the company and mentoring managers
- EDUCATION** **California State University, Dominguez Hills**, Carson, CA May 2007  
Bachelor of Science, Business Administrative, Accounting Concentration
- E-COMMERCE & DIGITAL MEDIA EXPERIENCE** **Gentle Monster**, Anaheim, CA December 2021 – Present  
*Director of Online Experiences*
- Manage E-Commerce, Digital Media, CS, Return, QC Departments
  - Set up new Digital Media structure & implemented customized strategies
  - Design branding growth plan with revenue boosting strategies
  - Plan & research an appropriate prospecting / retargeting audience
  - Coordinate with new website building regards of SEO (Google & Bing)
  - Estimate marketing budgets associated with sales planning, events \$ campaigns
  - Execute strategical SEM Ads in Google & social media (Facebook / Instagram)
  - Instruct & Coordinate with marketing agency weekly basis
  - Estimate E-Commerce sales goal (quarterly), applying seasonal fashion trend
  - Oversee online order processing & fulfillment timely
  - Supervise CS, Return, QC team working properly
  - Analyzes each department result and guide any development required
  - Lead department meeting to collect feedback, solve issues, make a key decision
  - Built & maintains customized bigdata (historical summary) for CEO & BOD
- ACCOUNTING EXPERIENCE** **Gentle Monster**, Anaheim, CA July 2018 – November 2021  
*Director of Finance & Operations*
- Managed Finance & Accounting and Operation Department
  - Reviewed Financial Statement Monthly & Quarterly basis
  - Managed Wholesale & Retail Channels (Stores & Online) Operations
  - Oversaw Online setup, sales, issues, report, and analysis
  - Analyzed products, race, location, market trend to boost up sales opportunities
  - Managed cost-effective marketing planning with team play
  - Oversea and direct digital media advertising
  - Setup prescription lens business & networking with major wholesale customers
  - Implemented & set up ERP System (Oracle NetSuite) from scratch and training
  - Built a bigdata visualizing platform for sales & analysis report
  - Supervised all managers and staffs for the right direction
  - Performed Merge & Acquisition in subsidiaries
  - Controlled IRS & various states' audit defense
  - Designed internal control & supervise implementation
  - Oversaw yearly sales & budgetary & report to Board of Directors
  - Provided consultation of new business model to BOD
  - Controlled PPP Loan & Forgiveness process and dealing with benefit audit

**Gentle Monster, Los Angeles, CA**  
*Senior Accounting Manager*

Jan 2018 – June 2018

- Managed Company GL, AP, AR, Sales, and budget forecasting, IRS / BOE tax audit defense and overall accounting supervising role
- Established the company's accounting policies and procedures
- Managed accounting system, inventory quantities control, and all channel operations
- Reviewed final consolidated financial statement with support documents and IFRS reporting for parent company in Asia
- Controlled sales and use, international tax issue and transactions
- Supervised managers and seniors to work efficiently, accurately, and led report timely basis
- Led and implemented Merger & Acquisition subsidiaries
- Oversaw operation issues and analyzed sales strategy, customers, and trend in eyewear fashion industries
- Controlled major customers and vendors to maximize business operations

**NES Apparel, Commerce, CA**  
*Accounting Manager*

Jan 2017 – Oct 2017

- Managed corporate AP, AR, and GL accounting.
- Prepared financial statement in Monthly, Quarterly, Annually
- Prepared corporate income, sales, payroll tax return in compliance.
- Planned corporate budget in Monthly, Quarterly, Annually basis.
- Designed business financial expansion & reduction.

**Equity Recovery Solutions, Anaheim, CA**  
*Tax Manager*

May 2016 – Dec 2016

- Prepared and reviewed sales and use tax return at quarterly basis.
- Analyzed client's AP data, AR data, and GL account to verify errors.
- Reviewed client's sales data for managed audit against of the BOE audit.
- Reviewed client's product tax code determination for new item.
- Supervised accounting staff workloads and managed projects pipeline.
- Researched many product tax issues in multi-states to support clients.
- Challenged taxability issues to BOE for maximized client benefits
- Built SQL database to analyze client's accounting data system efficiently.
- Built customized CA sales & use tax refund report with MS Office.

**Cho & Cho CPA, Los Angeles, CA**  
*Tax Preparer, EA*

Feb 2016 – Oct 2016

- Prepared individual, corporation, partnership, and non-profit income tax return.
- Reviewed corporation accounting book and adjusting entry.
- Amended tax return & reviewed OIC (Offer in Compromise).
- Managed and controlled client accounts for a better service.
- Managed server database and tech support for accounting program.
- Consulted client foreign assets and reported FBAR.
- Defended income tax audit and consulted sales and use tax issue.

**Downey Smith & Fier**, Lakewood, CA  
*Senior Tax Consultant*

Feb 2007 – May 2016

- Contributed a knowledge to State & Local Tax Team (SALT Team).
- Managed client's CA sales and use tax compliance audit projects in various industries (Healthcare, Education Institute, Insurance, Broadcast, IT, Manufacture, Entertainment, and Multiple Government Agencies).
- Managed various tax refund projects in multi-states mainly in healthcare area.
- Performed detailed analysis of client data to identify sales and use tax overpayments, error transactions, and other tax issues.
- Built customized report template in clients' refund packages with MS Office.
- Researched taxability of various products and transactions at advanced level for state and local tax issues.
- Researched multi-state rules and regulations for voluntary disclosure.
- Reviewed resale & exemption certificates, sales and use tax return report filing, and state audit schedules for compliance purposes.
- Reconciled GL and AP data for sales and use tax return purpose.
- Provided sales and use tax training seminar at various clients.
- Assisted in preparing CA Enterprise Zone Tax Credit projects for managers.

**VITA (Volunteer Income Tax Assistant)**, Carson, CA  
*Income Tax Preparer Assistant*

Jan 2006–April 2006

- Assisted with the preparation of federal and state personal income tax returns.
- Communicated with IRS coordinator to resolve issues.

**CREDENTIAL**

Enrolled Agent (Enrollment # 00121449)  
Certified Public Accountant Candidate (Ongoing)

Dec 2015

**SKILLS**

Language: Fluent in Korean and English  
Computer: Oracle NetSuite, Notion, Zendesk, Inside, Monday.com, Filmora 11, Advance Level of Microsoft Word, Excel (LinkedIn Skill Assessment Badge), Access, Power Point, Front Page, Publisher, Outlook, Power BI, SQL Server Management Studio Data, CCH, QUICKBOOKS, ATX, CS UltraTax, Tax Wise, and AME

**AWARD & ACTIVITY**

Korean Online Associate Community, President, Daum	2003-2006
Helene Tillotson, Alumni Scholarship, Accounting Society	Dec 2006
Gleim Publication, Inc. Scholarship, Accounting Society	May 2007
Accounting Society Officer Awards, CSUDH (4 times)	2005-2007