

Sia Giannakouros

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Detail-oriented and tech-savvy Accounting & Operations Manager with 10+ years of experience in property management, accounting and operations. Proven financial reporting, billing reconciliation, vendor oversight, and system implementation expertise. Adept in leveraging property management software, Excel, and AI tools to streamline accounting processes and ensure compliance. Known for integrating automation into workflows and leading cross-functional teams across remote and on-site environments.

AREAS OF EXPERTISE

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|---------------------------------------|------------------------------------|--|
| • Real Estate Accounting & Compliance | • Remote Team & Vendor Management | • Property Management Software (Doorloop, Yardi, Buildium) |
| • GAAP Standards & Tax Filing | • Workflow Optimization & SOPs | • HubSpot, WordPress & Shopify |
| • Financial Statement Preparation | • AI Automations | • Brand & Website Development |
| • Expense & Billing Reconciliation | • Data Analysis & Integration | • QuickBooks, Microsoft NAV |
| • Payroll & A/P Oversight | • Process Documentation & Training | • Microsoft Excel Advanced Functions |
| • Google Workspace | • Adobe Design Suite | |

Professional Experience

Accounting and Operations Manager

Jan 2023 - Current

California Regency Realty (Contract)

REMOTE

- Oversee a growing lease portfolio with a proven track record of scaling operations by 300% while maintaining high standards of accuracy and service.
- Led the adoption of Doorloop, Yardi, Google Workspace, and Slack at a commercial and residential property management firm, enhancing operational efficiency and streamlining remote communication processes.
- Spearheaded 5 key accounting analyses and documented company-wide procedures, improving financial reporting accuracy by 20%.
- Prepare monthly financial statements, balance sheets, and P&L statements, providing detailed analyses that identified cost-saving opportunities worth \$50,000 annually.
- Conduct monthly account reconciliations, maintaining 100% accuracy in reporting and ledger maintenance, and ensuring compliance with financial regulations.
- Verified commercial rents monthly and conducted annual reconciliations, ensuring accurate financial records for multiple commercial associations.
- Developed the brand and designed the website for California Regency Realty, creating digital and print collateral that increased online engagement by 25%.

Digital Marketing Manager

Jul 2022 - Dec 2022

GSATi (6-Month Contract)

REMOTE

- Automated operations using AI workflows and marketing systems; supported ERP-accounting integrations.
- Enhanced analytics reporting accuracy through dashboard implementation and stakeholder collaboration.
- Developed and managed original landing pages and e-commerce product descriptions by researching and integrating data from multiple sources, resulting in a 15% increase in conversion rates.
- Utilized Google Analytics to update marketing objectives in real-time, optimizing campaign performance and increasing ROI by 10%.

Trade Marketing Specialist

May 2021 - Jun 2022

Trefethen Family Vineyards

REMOTE

- Executed wholesale marketing strategies, clearly communicating objectives to stakeholders to ensure alignment and successful implementation.
- Conducted market research analysis, providing insights that informed strategic decisions.
- Managed vendor and distributor operations, created financial SOPs, and coordinated logistics for printed and promotional materials.
- Designed landing pages and e-commerce product descriptions, improving user experience and product visibility.
- Maintained and updated brand presence on websites and distributor platforms, ensuring consistent and effective brand representation.
- Developed SOPs and workflows for company processes, streamlining operations and increasing efficiency.

Marketing Coordinator

Dec 2019 - May 2021

Trefethen Family Vineyards

Napa, CA & REMOTE

- Collaborated on and executed e-commerce strategies, digital communications, and campaigns, enhancing online sales and customer engagement.
- Tracked benchmarks, analyzed data, and contributed to shaping marketing objectives, driving strategic improvements.
- Developed original social media content and managed influencer collaborations, significantly increasing brand awareness and online presence.
- Created engaging copy for marketing materials and maintained the brand website, ensuring consistent and compelling brand messaging.
- Coordinated PR shipments and managed vendor relationships, optimizing logistics and ensuring timely delivery.
- Rebuilt Dropbox materials libraries and developed SOPs, streamlining document management and operational processes.

Marketing Coordinator

Mar 2016 – Nov 2019

Round Pond Estate

Rutherford, CA

- Collaborated on marketing plans and wrote engaging original copy, enhancing brand communication and marketing effectiveness.
- Developed SOPs for interdepartmental processes and rebuilt Dropbox libraries, enhancing operational efficiency and document management.
- Prepared detailed reports on campaign performances using Wine Direct, providing actionable insights for marketing strategies.
- Coordinated PR shipments and managed vendor relationships, ensuring efficient logistics and high-quality deliverables.
- Integrated Ecellar and Wine Direct POS systems with Hubspot and Mailchimp, streamlining email marketing and CRM processes.

Front Office Coordinator/AP Clerk (6-Month Contract)

Jun 2015 – Dec 2015

Round Pond Estate

Rutherford, CA

- Invoice processing within the accounts payable system, including coding invoices, and preparing weekly checks/accounts payable batches for CFO approval and mailing.
- Batched daily point-of-sale transactions and reconciled cash.
- Assisted in monthly bank reconciliation processes for multiple bank accounts and cost centers.

Property Management Specialist

Jan 2013 - Aug 2015

California Regency Realty

Sacramento, CA

- Coordinated adoption of Buildium property management software for accurate accounting and reporting.
- Recorded and processed collected rents, accounts payable, and accounts receivable.
- Managed and recorded rent collections and organized maintenance and repairs.
- Coordinated with vendors, tenants, and owners to streamline maintenance and repair issues.
- Verified income, assets, and expenses and completed file tracking sheet for each applicant.
- Minimized vacancy periods by marketing initiatives through online and print advertisements.

Behavioral Health Administrative Assistant II

May 2006 - Oct 2012

Dignity Health/Mercy Medical Group

Sacramento, CA

- Maintained and reconciled patient billing data in Excel for multiple therapeutic and psychiatric clinics under county contracts.
- Processed insurance claims and ensured accuracy in coding, eligibility checks, and monthly payment submissions.
- Compiled and submitted compliance reports to county systems, ensuring adherence to reimbursement guidelines.
- Designed and maintained clinic archive and database systems, improving information access and audit readiness.
- Acted as front office lead, overseeing patient intake, appointment scheduling, and daily operational logistics.
- Developed archive filing systems adhering to county standards of compliance.

Education

Bachelor of Arts: English/Language Arts Education

California State University, Sacramento

- Focused study in Composition, Creative Writing, Grammar, and Linguistics necessary for single-subject teaching certification.

Licensed Real Estate Salesperson – California

California Department of Real Estate (DRE)

- DRE License #: 02272676 | Issued: June 2025 | Status: Active

California Real Estate Coursework – 135 Hours Completed

- Real Estate Principles · Real Estate Practice · Legal Aspects of Real Estate

Certifications

- Google Analytics Individual Qualification
- Certificate in Digital Analytics Best Practices and Data Analysis
- Google Career Certificate in R Programming Language and RStudio

Links

- <https://www.linkedin.com/in/sia-gia>