

# LUZVIMINDA DEINLA

| 902-91912706 | [luzvimindamdeinla@gmail.com](mailto:luzvimindamdeinla@gmail.com) | 6-133, Cossitt Heights Drive, Sydney, Nova Scotia |  
LinkedIn: <https://www.linkedin.com/in/luzviminda-m-deinla> | Github /Portfolio:  
<https://github.com/LuzvimindaMDeinla> | Upwork: <https://www.upwork.com/LuzvimindaDeinla>

## PROFESSIONAL SUMMARY

---

Seasoned Financial Accountant and Data Analyst with over a decade of experience in accounting, finance, and data analytics. Expertise in leveraging ERP systems and advanced data analysis and visualization tools to streamline processes, improve reporting accuracy, and deliver actionable business insights. Proven track record of optimizing financial operations, implementing data-driven strategies, and ensuring regulatory compliance. Adept at managing master data, automating reporting, and delivering tailored solutions for diverse business needs. Dedicated to contributing to organizational growth through technical expertise, analytical skills, and a commitment to excellence.

## SKILLS

---

### TECHNICAL SKILLS:

- **ERP Systems:** SAP (Sales, Distribution, and Materials Management Modules), Microsoft Dynamics AX/BC
- **Data Analysis Tools:** Microsoft Excel (Advanced: Pivot Tables, Macros, Analytics, Lookups, Dashboard), SQL, Python (Pandas, NumPy, Matplotlib, Seaborn)
- **Visualization Tools:** Power BI, Tableau
- **Accounting Software:** QuickBooks Online (QBO), Xero, Zoho Books, Peachtree, Tally ERP9
- **Machine Learning Algorithms:** Support Vector Machines (SVM), Gradient Boosting, Random Forest, Neural Networks, Linear Regression
- **Data Extraction/Query Tools:** MS Access, SAP (data extraction modules), Zoho Analytics, Power Query, SQL
- **Other Tools:** MS Office Suite (Word, Excel, Powerpoint), SharePoint

### PROFESSIONAL SKILLS:

- Financial Reporting and Analysis
- Master Data Management
- Advanced Analytical and Problem Solving
- Critical Thinking and Management Skills
- Decision Making Skills
- Excellent Presentation Skills
- ERP Implementation and Data Migration
- Effective Communication and Attention to Detail
- Project Management Proficiency
- Team Collaboration and Leadership
- Highly Motivated and Resourceful

## EDUCATION

---

### Post-Baccalaureate Diploma in Business Analytics

Jan 2023 – Jan 2025

Cape Breton University, Sydney, Nova Scotia

### Bachelor of Science in Accounting

Jun 2000 - Apr 2004

Technological Institute of the Philippines • Manila, Philippines

• ECA (Educational Credential Assessment) Canadian Equivalency – Bachelor's Degree (four years)

## PROFESSIONAL EXPERIENCE

---

### Freelance Bookkeeper and Data Analytics Expert – Top Rated

Sept 2021 – Present

Upwork Global, Inc • USA (Remote)

- Assisted SME's in their bookkeeping requirements, update accounting records and daily transactions through different Accounting software such as QBO, Xero, Zoho Books, Microsoft Dynamics BC
- Supported clients in data migration from excel to a new software or from one software to another.
- Built Accounting and Information Infrastructure for the clients
- Provided support to newly-formed companies in building their Chart of Accounts and accounting systems, and tax registrations.

### Master Data Assistant

Sept 2021 – Dec 2022

Glander International Bunkering DMCC • Dubai

- Monitored and maintained high-quality master data across client, product, and supplier databases.
- Validated and updated data to ensure compliance with business standards and requirements.
- Developed process guides for Master Data Management and streamlined workflows for enhanced efficiency.

### Senior Accountant

Apr 2021 – Sep 2021

Excellture DMCC • Dubai

- Managed financial records, including journal entries, ledger reconciliations, and tax filings.
- Conducted variance analysis and prepared financial reports for executive decision-making.
- Led data-driven financial planning initiatives, improving spend analysis and cost tracking.
- Supervised and trained junior accountants, ensuring adherence to best practices.

### Master Data Analyst

Feb 2017 – Aug 2020

Majid Al Futtaim Ventures LLC • Dubai

- Managed centralized supplier and item master databases, maintaining high data-quality standards.
- Partnered with Power BI teams to create dashboards and reports for procurement and logistics.
- Implemented process automation, achieving significant efficiency improvements.
- Delivered spend analysis reports, resulting in a 1M AED cost-saving initiative.

### Merchandising Assistant

Mar 2016 - Feb 2017

Majid Al Futtaim Fashion LLC • Dubai

- Supported purchasing and inventory processes by tracking orders, preparing sales reports, and monitoring shipments.
- Assisted in administrative tasks, including vendor communications and invoice processing.
- Maintained inventory accuracy and provided insights for stock optimization.

**General Accountant**

Aug 2011 - Aug 2015

Professional Decor Materials Trading LLC • Sharjah

- Led financial operations, including budgeting, forecasting, and financial reporting.
- Reconciled GL accounts, managed A/R and A/P processes, and ensured compliance with UAE tax laws.
- Reduced bad debts and improved client payment terms, safeguarding company liquidity.
- Pioneered the transition from Excel to Peachtree accounting software, enhancing operational efficiency.

**General Accountant**

May 2009 - Aug 2011

Elegant Idea Furniture and Decor LLC • Sharjah

- Implemented the company's accounting system and automated financial processes.
- Managed cash flow forecasting, payroll processing, and GL reconciliations.
- Ensured compliance with internal controls and UAE tax regulations.
- Initiated a data analysis process in Excel that improved inventory accuracy and reduced processing time by 50%.

**General Accountant**

Mar 2005 - Apr 2009

RDA Consultancy Services, Inc • Manila

- Managed end-to-end financial operations, from journal entries to financial reporting.
- Supervised accounts receivable and payable for over 1,000 accounts.
- Prepared financial statements and tax filings, ensuring regulatory compliance.
- Provided training and oversight to junior staff to enhance departmental efficiency

**PROFESSIONAL PROJECTS**

---

**Data Migration & Dashboard Creation**

- Migrated client financial data from Excel to SAP, ensuring accuracy and compliance.
- Built interactive Power BI dashboards, improving visibility into financial metrics and operational KPIs.

**Cost Optimization Analysis**

- Conducted a procurement spend analysis that saved 1M AED annually through strategic vendor selection.

**Accounting System Implementation**

- Designed and implemented accounting systems for SMEs, including automated workflows and reporting templates.

**LANGUAGES**

---

- English (Fluent)
- Tagalog (Native)