

BRIAN LUCERO

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Summary Profile

Highly motivated and detail-oriented professional with a comprehensive understanding of financial analysis and a proven ability to collect, analyze, and interpret complex data. Effective at articulating financial insights, building strong client relationships, and ensuring data integrity. Experienced financial transactions and client management, seeking a challenging role where I can leverage my analytical skills and contribute to the accuracy and reliability of financial market data. I am committed to ongoing professional development and currently preparing for the CFA Level 1 exam.

EDUCATION/CERTIFICATION

- Certified Securities Specialist Course** (June 2024 – December 5, 2024)
Awarding Body: Philippine Stock Exchange - Ateneo de Manila University - Manila, Philippines
Recognition: 2nd Honor, Silver Bull Trophy Award
- Chartered Financial Analyst (CFA) Level 1 Candidate** - Expected Exam Date: November 2025
- University of California, Berkeley – Extension, Berkeley CA** (January 2014 – December 2015)
Areas of Study:

Financial Statement Analysis

Intermediate Accounting

Cost Accounting

Advanced Accounting
- Bachelor of Science in Chemistry**, De La Salle University - Manila, Philippines (June 2007 – August 2011)
Leadership & Involvement:
 - College Assembly of Science - Chief-Of-Staff (2008-2009)
 - De La Salle University Batch 2007 Vice President for Internals (2007-2008)

PROFESSIONAL EXPERIENCE

- WELLS FARGO BANK N.A.**, California, United States
Personal Banker 2 – Registered (April 2017 – October 2019)
Licenses:

- FINRA Series 6 - Investment Company & Variable Contracts

- California Notary Public

- FINRA Series 63 - Uniform Securities Agent State Law

- California Life-Only Insurance

 - Analyze customer financial data to identify needs and recommend suitable financial products and services, ensuring alignment with regulatory requirements.
 - Consistently exceeded sales goals by leveraging strong client relationships and providing tailored financial advice, leading to increased customer retention and revenue growth.
 - Collaborated with bank associates to develop new business opportunities, leveraging strong communication and relationship-building skills.
 - Process new and existing accounts, ensuring accuracy and compliance with bank policies and procedures.
 - Resolve complex customer inquiries and concerns with diplomacy and professionalism, maintaining high levels of customer satisfaction.
 - Provide support to tellers and other bankers by approving monetary transactions and providing transactional guidance.
 - Educate clients on investment and retirement products, empowering them to make informed financial decisions.**Personal Banker** (April 2016 – April 2017)
 - Established partnerships with other bank associates, creating new business opportunities.
 - Managed new account openings and client research requests.
 - Assisted with daily responsibilities in the branch.**Customer Sales and Service Representative** (April 2015 – March 2016)
 - Performed Personal Banker and Teller duties, handling a variety of financial transactions.
 - Ensured the accurate completion of financial transactions, minimizing errors and risks.
 - Identified customer needs and matched them with the appropriate bank services.**Key Skills:** Customer Analysis, Client Relationship Management, Sales, Customer Service, Compliance, Data Analysis.
- WELLS FARGO INTERNATIONAL SOLUTIONS LLC.**, Taguig City, Philippines
Securities Operations Service Specialist 3 (September 2020 – November 2021)
 - Executed financial transactions for clients, ensuring accurate processing and adherence to regulatory guidelines.
 - Researched and addressed inquiries from financial advisors and client associates.
 - Provided training and guidance to junior-level staff, fostering team development.
 - Created and implemented new team operational procedures.
 - Managed and maintained accurate filing and record-keeping practices.**Key Skills:** Financial Transactions, Research, Data Analysis, Problem-Solving, Regulatory Compliance, Data Integrity
- PHARMAID DRUGSTORE CORP.**, Valenzuela City, Philippines
Owner / Operations Manager (January 2022 – November 2023)
 - Developed and implemented strategic initiatives to increase sales revenue.
 - Monitored and optimized inventory by analyzing trends and making informed purchasing decisions.
 - Managed business operations in accordance with government regulations and internal policies.
 - Addressed customer concerns and inquiries with diplomacy and professionalism, ensuring high satisfaction.**Key Skills:** Financial Transactions, Research, Data Analysis, Problem-Solving, Regulatory Compliance, Data Integrity

PERSONAL PROJECT

Developing a personal interactive stock market/financial website with the aid of an AI agent, showcasing a deep interest in financial markets and investment strategies. Gained expertise in AI-assisted development, content management, and financial analysis through this project.

KEY SKILLS

Financial Planning	Financial Analysis	Account Management	Microsoft Excel
Investment Markets	Equity Research	Communication	Data Analysis
Insurance Products	Risk Management	Problem-Solving	Qualitative Research
Client Relationship Management	Customer Service	Compliance	Database Management
	Sales	Regulatory Guidelines	Attention to Detail