BRIAN LUCERO

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Summary Profile

Highly motivated and results-oriented professional with a strong foundation in financial analysis and a passion for helping clients achieve their financial goals. Proven ability to build rapport with clients, provide tailored financial advice, and ensure high levels of customer satisfaction. Committed to ongoing professional development and currently preparing for the CFA Level 1 exam in November. Seeking a challenging role where I can leverage my financial acumen, analytical skills, and client-focused approach to contribute to a leading organization in wealth management.

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*
- **Securities and Exchange Commission Certification PHASE 1 Examination** (Passed December 13, 2024)
- **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

- **PHARMAID DRUGSTORE CORPORATION,** 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 market 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.
- **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.
- **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*
  - Proactively cross-sold financial products and services, tailoring recommendations to meet the unique needs of each client.
  - Strengthened customer relationships through follow-ups and outbound calls, increasing client retention.
  - Developed partnerships with other bank associates and provided them with new business.
  - Increased company profitability by exceeding sales goals.
  - Performed new and existing account processing, including IRA distributions and contributions.
  - Resolved client concerns and inquiries with tact, diplomacy, and strong problem-solving skills, ensuring high customer satisfaction.
  - Acted as a support for tellers and other bankers, approving monetary transactions and providing transactional support.
  - Educated clients on various investment and retirement products, providing the knowledge to make informed 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.

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
Investment Markets
Insurance Products
Client Relationship Management
Financial Analysis
Risk Management
Customer Service
Sales
Account Management
Communication
Problem-Solving
Compliance
Regulatory Guidelines
Microsoft Excel