

SUMMARY

Master of Management, Accounting & Finance, extensive Business & Analytical experience in **Financial Service, Retail and Consulting**, focusing on **Finance, Corp Accounting, CRM and Marketing**

- ✓ **Finance**
Proficiently apply financial modeling on budget, forecasting, revenue & variance analysis
- ✓ **Customer Transaction**
CRM Behavior Analysis and grouping using score-based RFM model
- ✓ **Campaign & Marketing**
Performance evaluation before and after
- ✓ **Data & Tech Skills**
MS Access, Advanced Excel, Marco, VBA, Python, SQL, Power BI, Tableau, Snowflake, Google Analytics, Jira, ServiceNow, Draw.io, Visual Studio, Databricks, Jupyter Notebooks
- ✓ **Dashboard & Reporting**
*Financial Income Statement
Sales & Gross Margin Dashboard
CRM Segmentation Dashboards*

EXPERIENCE

Analyst Intern | EDPYPF Services Inc., Markham, ON

Jan 2022 - Present

- Collected **business requirement**; delivered **BRD** to address scope, layout, KPI, workflow and specification
- Enterprise **reporting automation** using Access & Excel for Monthly income statement report
- Analyzed **industry trends** and customer data using SQL, Python and validated the **data integrity gaps**.
- Goal-oriented **sales forecasting & expense-based budgeting** for next year and specific **forecasts** for adjustment
- Designed **CRM dashboard** using Power BI to support management decision making & ensure effective action taking based on simplified interface whereas rich meaning of **business metric design**
- Conducted various analysis cases regarding **store expansion, market share and campaign performance**

Tools Used: Excel, VBA, Power BI, SQL Server, Snowflake, SQL, Google Analytics, jira, ServiceNow, draw.io

EXPERIENCE - PT

Industry Research Intern | Ginis Electronics Technology LLC

(Summers) May 2019 - Aug 2021

- Accounts **bookkeeping** maintenance and data **reconciliation** for GL, AP, AR in SQL DB
- Worked with 3rd party company on periodic **adjustment, posting, auditing** and financial **reporting**
- Communicated with bank, internal & external stakeholders on financing, insurance, securities, credit cards etc.
- Automated invoicing process** using Excel Marco, VBA to upload data to accounting database.
- Managed **10+ marketing channels** across industries seeking for business opportunities in short turnover periods
- Analyzed and grasped client core demands quickly; Well-prepared with **business flow**, objectives, and deliveries

Analyst Intern | Axis Communications Inc.

Jun 2017 - Aug 2017

- Collaborated with stakeholders from sales and service teams to collect business requirements
- Prepared **SQL queries** for routine and ad hoc analysis
- Planned event for **distributors training campaign**, creating contents, tracking, analyzing subscribers
- Presented and praised by C-level clients for **research-based insights**, establishing new business opportunities

PROJECTS

- Bell strategies to **accelerate prepaid subscriber additions** May 2022
- Brand, portfolio and competition analysis for ESTEE LAUDER Feb 2022
- Staples **save & subscribe program** strategy and expansion analysis Sep 2021
- DC inventory** management - inbound, outbound and on-hand requirement analysis Mar 2021
- Case Analysis of **Credit Risk Evaluation of a Bridge Loan** Jan 2021
- Marty's Department Store – Customer Grouping & Campaign Analyses Sep 2020
- Customer based **Brand Equity** Management Project Mar 2019

EDUCATION

- Master of Management, Accounting and Finance** | University of Windsor | Sep 2020 - Jun 2022
- Bachelor of Commerce with Honors | York University, ON | Sep 2014 - Oct 2019
- Diploma certificate, **Professional Accounting** | Seneca College, ON | Sep 2019 - Aug 2020
- Certificate: **Google Analytics** 2022 | Digital Campaign – Google | SQL for Data Analysis – Udcity 2022