

Lina Avendano, Finance, Accounting, and IT Professional | Experienced in ERP Systems and Business Analytics

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Place of birth	Bogota, Colombia	Nationality	Colombian
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LINKS	LinkedIn
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PROFILE	Accomplished finance and business operations professional with over a decade of expertise in accounting, financial management, and ERP software implementation. Demonstrated success in establishing and scaling international operations, providing comprehensive financial oversight, and driving strategic planning initiatives. Skilled in leading end-to-end ERP implementations, optimizing processes, and training cross-functional teams to achieve organizational efficiency. Proficient in German real estate accounting standards and well-versed in programming languages such as Python, CSS, Java, and HTML, with intermediate knowledge in crafting database queries and managing databases. Dedicated to leveraging my diverse experience and technical skills in a specialized accounting, finance, and IT role, contributing to organizational growth and compliance.
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EMPLOYMENT HISTORY

Aug 2023 — Present	Property Accounting Manager, Res Familiae Arnold GbR	Munich
	<ul style="list-style-type: none">Implemented and maintained a new accounting system that improved data accuracy and streamlined financial processes.Manage property-related accounting in collaboration with the Steuerberater.Prepare financial statements and oversee real estate transactions, ensuring compliance with German accounting standards (HGB).	

Mar 2023 — Present	Finance and Accounting Manager, Pristina Company SAS	Remote
	<ol style="list-style-type: none">Record daily financial transactions, ensuring accuracy and accountability.Monitor and reconcile bank balances, maintaining proper cash flow management.Prepare, generate, and analyze detailed financial reports in compliance with IFRS to guide strategic decision-making.Develop and organize an efficient archiving system, improving document accessibility and regulatory compliance.Generate tax and legal reports, supporting the accountant in fulfilling tax and regulatory obligations.Manage payroll processes, ensuring timely and accurate salary disbursement.	

ACHIEVEMENTS:

- Led the implementation of the company's first ERP system, transitioning from Excel-based management to a transparent and reliable operations platform.
- Trained employees in ERP usage and ensured its sustainability through ongoing maintenance and support, significantly improving operational trust and efficiency.

Feb 2021 — Jul 2022	Restaurant Owner, Entrepreneurship	Bogotá DC, Colombia
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ACHIEVEMENTS:

- Boosted sales by 150% by implementing:
 - Super attractive social media campaigns resulted in gaining +4.000 followers in 3 months.
 - Total modern refurbishment, which highly improved customer perception of the place.
 - Customer care led to increasing waitress tips and so employers' satisfaction.
 - High-quality food and trending menu allowed the opportunity to increase prices and so average ticket.
- Decreased costs and overall expenses by:
 - Implementing stock control, effective FIFO strategies, and standardization of recipes.
 - Hiring professional staff under attractive contracts highly improves employee retention.
 - Negotiating constant supply with local and organic suppliers to maintain levels of stock and quality.

MAIN ACHIEVEMENT:

1. Overcome the COVID-19 pandemic crisis by creating a delivery channel, joining delivery platforms, and getting contracts with local companies to provide lunch, resulting in increased awareness of the restaurant to people in the area, and so a rate of 4.5 in google.
2. Achieved the sale of the restaurant with a 120% gain.

Sep 2017 — Dec 2019

Head of Branch, 8Bit Group

Bogotá DC, Colombia

ACHIEVEMENTS:

- From scratch and in less than three months, created a local subsidiary from a Russian company to establish e-commerce operations by:
 1. Implementing, organization, and leadership of areas of finances and accounting, HR, fulfillment, call center, and customer service, to manage sales up to USD 30k a day.
 2. Accomplished fulfillment operations, stock control, and logistics to deliver +1.500 packages daily in all regions of Colombia.
 3. Developed goods production with local labs following market trends and regulations.
 4. Achieved negotiation with last-mile transport companies to deliver in all of Colombia, including remote areas.
 5. Analyzing daily delivery rates resulted in getting to 80% overall delivery.
 6. Implementing KPIs for all areas, which boosted efficiency by 50%.
 7. Managing high employee retention by creating programs that increase performance and overall well-being.
 8. Successfully performed as legal representative of the subsidiary, ensuring compliance with all obligations.
 9. Seven cosmetic, supplements and cannabis-based pharma products were established in the market through successful lead-gen campaigns.
 10. Full reporting to HQ by weekly financial analysis.
 11. Formulating and implementing sales goals and profit plans of the branch.

MAIN ACHIEVEMENT:

1. Consolidated 1st year of business with overall results up to 75% of compliance.
2. Established and led a whole e-commerce operation in an organized company billing more than USD 1 million yearly with +250 employees, with a projection to expand LATAM.

Aug 2017 — Mar 2020

Odoo Expert, XOE CORP. SAS

Bogotá DC, Colombia

1. Be the accounting and payroll Odoo expert for several projects of different sizes.
2. Implement the policy and culture of clean desks internally and externally.
3. Give training related to accounting and payroll.
4. Created and maintained the BPO division for accounting and payroll.
5. Managed finances of the company.
6. Be a functional Odoo expert to make basic configurations.
7. Support help-desk.
8. Lead the recruitment process.

Jan 2016 — Aug 2017

Executive & Business Manager, El Aleman SAS

Bogotá DC, Colombia

1. Responsible for efficiently managing and controlling key areas of the company such as Accountancy, Sales, HR, Inventories, Manufacturing and Quality, and Reports.
2. Manage companies portfolio and communication through sales channels.
3. Fully responsible for HR management including hiring processes, payroll liquidations, registers, and training.
4. Analyze, prepare and present Financial Reports to the Board of Directors.
5. Plan and execute Manufacturing Orders and so on Procurement Orders to ensure proper inventory levels at all times.
6. Handle equipment and machinery importation and legalization.
7. Manage supplier negotiation and control purchasing.
8. Successfully open the first store and its complete operation chain.

1. Fully responsible for daily accounting and fiscal obligations to gather month/quarter/annual financial reports to be presented to the Country Manager, Americas VP, and Head of Finance (India).
2. Supervise and control correctly quoting, invoicing and debit/credit notes balancing with loans and collective portfolio.
3. Evaluate new customers, and loan applications and pursue further collective portfolio.
4. Monitor HR and hiring process, payroll liquidations considering monthly commission updates and additional benefits.
5. Daily review tender announcements, specifically Bionexo, for gathering and submitting needed paperwork.
6. Manage, execute and control international operations and transactions.
7. Lead and coordinate international trade operations, clearance processes, and warehousing procedures within the free zone in Bogotá.
8. Physical and systematical control of inventories, materials, and inventories work-over according to legal and business requirements.
9. Analyze, follow and report operations management and costs.
10. Reach and maintain low costs and expenses which contributed to achieving the break-even point within the 1st year of the subsidiary's operation.
11. Building from the ground up management, operations, and logistics areas led to attaining +USD1 million in sales by the 2nd year.
12. Establish incoterms that highly contribute to improving clearance processes at origin and destination, reduce operations costs and effectively manage inventories without getting into any inventory loss.
13. Implement the 1st stage of transition to IFRS.

EDUCATION

Jun 2006 — Jun 2012

International Relations BA, Universidad Militar Nueva Granada

Bogota DC, Colombia

4.7 GPA

Jan 2005 — Jun 2007

Technical degree in Financial Management & Accounting, SENA -
Centro de Servicios Financieros

Bogota DC, Colombia

5 GPA

SKILLS

German Real Estate Accounting
(HGB)

Advanced knowledge of MS Excel

IT ERP and accounting systems

IT Process Analysis

Budgeting and cost optimization

Tax Compliance and IFRS
Standards

Strategical Thinking

Resources Management

Communication skills

Intermediate knowledge of
programming, including
proficiency in crafting and
executing database queries for
enhanced data analysis and
system optimization

Programming languages

Data Management

COURSES

May 2022

Data Science, Platzi

LANGUAGES

English

C2

Deutsch

B1

Spanish

Native speaker