

EXECUTIVE SUMMARY

A **financial analysis & revenue management expert** with 14 years of professional experience in the digital media, advertising, and manufacturing/wholesale industries. A master Excel user and financial technologies expert who has a deep understanding of the ways that large accounts (e.g. WalMart, Target, content licensors, and major advertisers) think, purchase, and react to changing business conditions.

FUNCTIONAL EXPERTISE

- **Financial Modeling and Analysis**
- **Tracking KPIs / Management Reporting**
- **Risk Management**
- **Process Improvement**
- **Financial and Economic Research**
- **Ad Hoc Analysis**

FUNCTIONAL EXPERTISE DEMONSTRATED

FOX INTERACTIVE

February 2017 – Present

The interactive business unit of FOX Broadcasting Inc. with ~\$600mm in annual revenues that manages online broadcasting platforms like FOX.com, FOXnews.com, shop.com, webnet.com, xbox.com.cn, and others.

Accountant II

Senior member of the revenue management team, directly overseeing the accounts of 20 major advertisers, managing external revenue management partners, and providing ad hoc analyses for senior managers.

- **Financial Modeling and Analysis:** Successfully performs daily regular financial analyses of portfolio accounts, reviewing income statements and cash flow statements, generating forecasts, and tracking events of material significance to their creditworthiness. Spearheaded the creation of an auto-adjusting Excel model that regularly predicted key metrics within 2% of actuals and was adopted across the business unit.
- **Tracking KPIs / Management Reporting:** Leads the international licensing revenue team, tracking KPIs and reporting to senior managers. Also oversees the relationship with two external licensing partners that collectively manage 380+ licensees, monitoring and reporting on their performance using tracking metrics.
- **Risk Management:** Works regularly with members of the treasury team to allocate cash to cover delinquent accounts. E.g. identified a high-risk account in 2012 that exposed the unit to a potential \$200,000 liability and then led cross-functional efforts to mitigate the risk.
- **Process Improvement:** Spearheaded a variety of process improvements. E.g. led an initiative to align vendor reporting with internal KPIs, working to optimize the process then managing vendor outreach and education efforts to successfully implement the new program which resulted in efficiency savings of ~\$7mm annually.

PGM SEARCH & MEDIA

October 2011 – February 2017

A \$100mm website and advertising business unit formerly known as ButlerGo.com, now owned by the internet advertising and broadcasting company PGM Corp. with ~\$3 billion in annual revenues.

Sr. Credit Analyst

Led the risk management and credit analysis function on 40 major accounts and performed a variety of financial modeling, financial analysis, contract analysis, and ad hoc analysis for the finance team.

- **Financial Modeling and Analysis / Process Improvement:** Hand picked to review the Firm's Excel models pertaining to its financial management activities and successfully identified a number of Macros that could be used to automate processes. Also led the development of KPIs and benchmarks for the credit analysis team.

- **Risk Management / Ad Hoc Analysis:** Performed regular financial analyses to monitor the creditworthiness of 40 major advertisers each with an average credit line of ~\$3mm, regularly reviewing financial reports, collecting financial data from public sources, and connecting any material events to make recommendations to leaders of the finance team. In 2007, led a team selected to investigate a major account owing \$500,000 and identified a strategy that ultimately resulted in successful collection of the debt within 10 days.

TOYJOY INC.

January 2010 – October 2011

A toy manufacturer and distributor famous for products like the Frisbee with and Hula Hoops with ~100 employees, \$60 million in annual revenues, and major clients like Target and WalMart.

Senior Analyst

Performed a variety of analytical duties for the firm, specializing in contract analysis, credit risk management, operations analysis, deductions analysis, and performance reporting.

- **Financial Modeling and Analysis:** Successfully supported the business with regular financial and operational analyses to support strategic decisions, performing revenue and product line forecasts, analyzing the evolution of major cost centers, and assisting the accounting team when needed.
- **Risk Management:** Oversaw the credit management of 450+ merchant accounts with credit lines as large as \$3mm, reviewing financial reports and public data to set credit lines and make strategic recommendations. Regularly handled high volumes of allowance and deductions claims.
- **Ad Hoc Analysis:** Selected to support senior management with a variety of ad hoc analyses, working on a cross-functional team to review the Firm's boilerplate Terms and Conditions with vendors and working with the CFO in 2006 to develop an (ultimately successful) case to challenge a \$200,000 post audit claim by Target.

PREVIOUS ROLE:

Deductions Analyst—FAO Schwartz Interactive (February 2006 – July 2009)

EDUCATION

BS in Business Administration (Finance). University of Phoenix (Earned Online).

AA in Business Administration (Financial Accounting). Austin Community College (Austin, TX)

OTHER RELEVANT INFORMATION

Computer Skills: Excel (Advanced user: V-Lookups, Macros, and Pivot Tables), Oracle, AS 400/JD Edwards

Volunteerism: Led the establishment of a community preventative healthcare fund through the Bright Life Community Church in 2014. Currently serves as Treasurer and Budget Manager of a \$200k annual fund.