

ALEX DURAN

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SUMMARY

Extensive experience in budget management, cost-reduction strategies, and accurate financial reporting. Proficient in financial analysis, adept at negotiations, and committed to operational efficiency. Analytical approach to improving workflows and processes. Interested in transitioning into a direct accounting role.

SKILLS

- Bookkeeping
- Financial Statement Reporting and Analysis
- Accounts Payable/Receivable
- Cash Flow Financial Forecasting
- Budget Management
- Data Analysis and Interpretation
- Cost Reduction Strategies
- Project Management
- Leadership and Team Management
- Time Management

EXPERIENCE

Operations Project Manager

Seed Home Solutions - Kennesaw, GA | May 2019 - October 2024

Efficiently managed project finances and accounts payable, ensuring budget compliance and accuracy through detailed financial reporting and reconciliation. Negotiated favorable lender terms to enhance profitability, with a focus on improving cash flow management and cost control. Managed project lifecycles, optimized business processes, and led cross-functional teams.

Marketing Automation Manager

Ryze Agency - Fort Lauderdale, FL | December 2017 - March 2019

Strategically allocated budgeted financial resources to marketing campaigns, achieving a 6% conversion rate and generating \$40,000 monthly. Developed marketing automation strategies, doubling industry standards in open rates (48%) and cart abandonment recovery (19%).

Marketing Manager

AdServices Inc - Hollywood, FL | September 2014 - October 2017

Established and managed financial aspects of the new marketing automation division, directing cost-effective strategies and budget management. Conducted client consultations to align marketing objectives with financial planning for over 300 accounts, and negotiated contracts, achieving \$23,000 in annual savings. Guided the adoption of a new CRM system and IT upgrades, enhancing efficiency and collaboration.

EDUCATION

Bachelor of Science in Business Administration

Nova Southeastern University School of Business | May 2008

CERTIFICATIONS:

Certified ScrumMaster (CSM)

Scrum Alliance | Issued: May 2024

PROFESSIONAL DEVELOPMENT:

Toastmasters International: Regularly attended meetings and participated in public speaking events.


CORE COMPETENCIES:

- Strong Work Ethics
- Effective Communication
- Data-Driven Decision Making
- Problem Solving and Critical Thinking
- Analytical Mindset
- Adaptability
- Attention to Detail

TECHNICAL SKILLS:

- ERP and BMS Platforms (Accelo, Zoho, Odoo, SAP 6.0)
- Office Application (Microsoft Office, iWork suite, Libre Office, Google Suite)
- Financial Management Tools (QuickBooks Online, Excel Spreadsheet)

LANGUAGES:

- English: Proficient
 - Spanish: Conversational
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DEAR HIRING MANAGER,

I am reaching out to express my interest in transitioning into the accounting field. My academic and professional journey has been diverse, providing me with a foundation in fiscal management and strategic financial planning.

My tenure at AdServices laid the groundwork for my financial competencies, establishing a solid base for my accounting expertise. Managing multiple projects for over 300 accounts, I refined my skills in financial operations, including budgeting, invoicing, and expense management, consistently adhering to budgetary constraints.

During my time at Seed Home Solutions, I realized a desire to pursue an accounting career. In this role, I managed the financial aspects of project life cycles, including budget planning, cost control, financial tracking, and reporting. By ensuring projects were completed within financial parameters, I drove overall profitability through effective budgeting and financial reporting.

My self-motivation and analytical mindset are key drivers of my success. The president at AdServices often remarked that he only needed to point me in the right direction and let me take it from there. I thrive on improving systems and automating processes. My initiative to spearhead a new CRM system for the agency is a testament to this.

While I am eager to change my career towards accounting, I am fully prepared to embrace an entry level role that aligns with my current expertise. My goal is to contribute my background to a team while further developing my accounting skills and knowledge. My ability to use tools such as QuickBooks and Excel for financial tracking, along with my pursuit of a QuickBooks Online ProAdvisor Certification, underscores my commitment to developing within this field.

Thank you for considering my application. I look forward to discussing how my diverse background and strong motivation for a career switch in accounting can be beneficial. I am excited about the opportunity to contribute and learn from experienced accounting professionals.

SINCERELY,

ALEX DURAN