**MARK SEGUI**

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**WORK EXPERIENCE**

**Retail Analyst** – **United Pacific****Sep 2021 – Nov 2023**

* Oversaw 45+ locations, ensuring seamless daily functions by generating daily reports from PDI (ERP software) and reconciling that info with sites’ reported paperwork from their POS systems
* Performed detailed audits to identify and rectify discrepancies, and implementing solutions for both human errors and/or technical issues while proactively addressing patterns that may be indicative of potential theft or poor execution of procedures
* Created custom consolidated reports by pulling, scrubbing, and cleaning raw paperwork data from PDI into Excel and using various macros, helper columns, functions, and nested functions such as INDEX, MATCH, UNIQUE, SUM, SUMIFS, VLOOKUPS, IF, IFERROR, etc., and using pivot tables and regular tables, resulting in a more simple and digestible way in identifying, prioritizing and addressing discrepancies
* Frequently collaborated with site managers, district managers, fuel specialists, inventory specialists, and accounting team to communicate any issue or discrepancy, coming up with the most optimal solution or course of action—mainly worked with the accounting department
* Aided in roll-out of projects that had sites test out new operational methods or technological implementations by monitoring any significant variances that may have resulted in the test site, and identifying issues, if any, that may have been caused by a faulty process or mapping issue.
* Assisted with entering missing or incorrectly entered invoices into paperwork, and identified changes in wholesale costs in relationship with retail pricing to report unhealthy sales margins or if cost and pricing just needs to be updated
* Tracked each sites’ merchandise and fuel sales averaging $600,000/month per site to ensure each sites’ credit card transactions and cash deposits—via Loomis—is balanced, and reporting any variances
* Monitored each site for any irregular or fraudulent entries that may suggest employee theft, escalating the issue to site manager, district manager, and loss prevention.

**Project Business Analyst** – **Loyola Marymount University** (via Robert Half)**Mar 2021 – Jul 2021**

* Analyzed payroll discrepancies between legacy files from Oracle and test cycle files from Workday consisting of 25,000+ records
* Generated reports using CSV files from lead analysts then using Excel formulas and functions to further scrub and clean data to monitor overall progress in resolving field mapping issues or field translation in preparation for parallel testing
* Created a more efficient searching method in Excel using nested functions and macros in place of side scrolling through 150+ fields

**Event Production Freelancer** – (**Freelance) Nov 2014 – Dec 2023**

* Providing various production solutions: photography, cinematography, entertainment, audio and lighting, and other event solutions
* Analyzing financial statements to decide whether to finance or lease equipment—considering frequency of use and value it provides
* Coordinating with event planners, vendors, and clients, resulting in smooth and timely execution throughout the entire 5-12 hour event

**EDUCATION**

**California State University, Long Beach**

* Bachelor of Science in Business Administration with a concentration on *Finance*

**LEADERSHIP EXPERIENCE – INVOLVEMENT**

**Delta Sigma Pi, Lambda Phi Chapter** – *Vice President of Professional Activities*  **Feb 2019 – Dec 2020**

* Organized 2 professional events as an opportunity for students to enhance their knowledge and personal development
* Collaborated with 6 experienced professionals from various industries to coordinate events such as workshops & company tours

**Student Center for Professional Development (SCPD), CSULB** – *Mentee* **Aug 2019 – Dec 2020**

* Selected among 244 applicants to participate in SCPD’s *Corporate Mentoring Program (CMP)*
* Communicated with mentor on how to further improve upon my current skills or strengths and how to effectively utilize them

**CERTIFICATION & SKILLS**

* Microsoft Office Suite – Excel, PowerPoint, Word, Outlook

Accounting

Finance

Pivot Tables

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| **Data Analysis and Reporting:** |
| Translate strategic and tactical questions into analytics requirements. |
| Utilize tools like SQL, Excel, and Tableau to collect, analyze, and present data cohesively. |
| Develop scalable reporting and dashboards for monitoring indicators. |
| **Process Improvement and Efficiency:** |
| Identify opportunities to improve processes, efficiency, profitability, and productivity. |
| Assist in setting targets for initiatives, tracking progress, and delivering recurring analyses. |
| **Financial Planning and Forecasting:** |
| Prepare financial and operational reports to monitor trends, variances, and support decision-making. |
| Support key processes in financial reporting, including month-end close, budgeting, and forecasting. |
| Develop and maintain financial models to support forecasting and decision-making. |
| **Collaboration and Communication:** |
| Collaborate across different functions, communicate effectively with business partners, and escalate questions appropriately. |
| Collaborate with BI & Analytics teams to provide visibility and insight. |
| Strong written and spoken communication skills to convey technical financial information to non-financial professionals. |
| **Qualifications and Skills:** |
| Possess a Bachelor's degree in Economics or Finance. |
| Demonstrate 2 to 4 years of work experience, preferably in Finance. |
| Exhibit proficiency in SQL, Excel, and Tableau, with experience in automation. |
| Strong analytical and quantitative skills, with the ability to use data and metrics to back up assumptions. |
| **Adaptability and Growth:** |
| Desire to work in a fast-paced and rapidly changing environment. |
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| **Project Management and Multitasking:** |
| Ability to manage multiple projects, balance competing priorities, and work independently. |
| Strong problem-solving skills, attention to detail, and ability to multitask effectively. |
| **Category Management and Sales Forecasting (Specific to one posting):** |
| Experience with ERP systems and familiarity with syndicated data. |

* Google Analytics Certification *(In Progress)*
* Certificate in Data Analysis w/ **R Programming**
* Basic SQL
* Adobe Creative Cloud Applications
* 7+ years of Customer Service and Client Relations experience
* Web content creation using Wix tools, basic HTML, and basic CSS
* Bloomberg – Bloomberg Market Concepts Certified