



CELINE YZHAMAE GARCIA

EMAIL: celineyzhamaegarcia@gmail.com

WEBSITE: yzhamae.com

CELL: (416) 697 - 0517

CAREER OBJECTIVES

Proactive, data-driven, and goal-oriented marketing and finance professional seeking to advance my learning and leverage my strong analytical skills. I manage strategic business decisions with a proven track record of providing accurate and on-time situation analysis.

EDUCATION

Postgraduate in Brand Management – 4.0 GPA

April 2023

Seneca College, Toronto, Ontario

MBA equivalent focused 100% on Marketing

Courses Include: Brand Strategy, Brand Metrics, Integrated Brand Communications, Digital Marketing, Interactive Marketing

Bachelor of Science in Accountancy

December 2017

De La Salle University, Manila, Philippines

PROFESSIONAL EXPERIENCE

Pricing Specialist, Canadian Tire Corporation, Canada

August 2023 – present

Retail

- Execute accurate and timely price changes to support the delivery of category objectives and financial plans.
- Manage landed costs amid various changes to landed cost components and ensure dealer split is maintained at all times.
- Execute flyer price checks to review accuracy of regular pricing, promo pricing, and discount stories for the weekly flyer.
- Address complex processes unique to my business categories such as calculating the PPK ADLR and Simulated Retails for the Christmas Tree Kits and executing the Blended Landed Costs for Gardening SKUs.
- Conduct UAT for the Pricing Ops team's projects & system improvements such as the Flyer Bot and various POET updates.
- Develop the documentation for several Pricing Ops processes such as the Reg Price Change process map, the PPK refresher slides, and the Christmas Tree Kits documentation.
- Perform beyond the day-to-day responsibilities such as preparing the weekly Cost Down Report, serving as the SME for PO Discrepancies, and conducting a presentation on PPK refresher for the Pricing Ops team.

Finance Analyst, Universal Robina Corporation, Philippines

February 2021 – July 2022

Consumer Packaged Goods, Snack Food and Beverage Industry

- Sole Finance representative responsible for the month-end report preparation, budget preparation, forecasting, and financial analysis of a PHP 15 billion (\$360 million) business.
- Analyzed and determined the profitability and financial exposure of the company's proposed initiatives such as product reformulations, new product developments, and price increase strategies.
- Developed automated reports and dashboards through Power BI such as the Manufacturing Dashboard, the P&L Dashboard, and the Advertising & Promotion Management System leading to accurate, timely, and actionable insights for day-to-day business decisions.
- Conducted walkthrough and training sessions for end users such as Brand Marketing, Manufacturing, and Integrated Supply Chain on how to use and analyze the data from the automated reports and dashboards.

Management Trainee, Universal Robina Corporation, Philippines

August 2019 – January 2021

Consumer Packaged Goods, Snack Food and Beverage Industry

- Exposure in Sales, Controllershship, Consolidation, and Commercial Finance across 18 months to learn the fundamentals of all company functions, policies, and processes.

SKILLS

Financial Analysis

Quickly assess financial data and derive insights regarding the drivers

Performed and presented a detailed analysis of the drivers for Sales, Gross Margin and Brand Contribution Margin to the stakeholders including the Chief Marketing Officer. Identified risks and opportunities for management to consider such as cost savings initiatives and price increase strategies.

Agile Project Management

Quick to respond to change and feedback for continuous improvement

Identified and presented to the team the challenges regarding high sales returns and bad orders from our key accounts. Managed strategic business decisions to improve processes to ensure products are produced at high quality resulting to minimized sales returns and bad orders.

Communication

Clear and concise written and verbal skills

Responsible for communicating pricing execution to the merch teams and pricing accuracy to TC.

Business Partnering

Developed successful relationships with cross functional teams

Worked closely and developed professional relationships with Category Business Managers, Category Business Analysts, and Marketing Promo Planners.

Technical Skills

Proficient Microsoft Office user with a focus on Excel, Word, PowerPoint, and Power BI. Experienced POET, IMS, ThoughtSpot and Knime user.