

Bethany Kern

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EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Master of Business Administration (MBA); Candidate, May 20XX

- Relevant Coursework: Business Intelligence & Analytics; Financial & Managerial Accounting; Project Management; Business Application Development (Python); Project Management
- Cumulative GPA: 4.0

Bachelor of Business Administration in Finance; Candidate, May 20XX

- Relevant Coursework: Business Information Systems; Financial Management; Strategic Management
- Cumulative GPA: 3.89

PROJECT EXPERIENCE

Enterprise Analytics: Case Study Analysis & Model Development for Biotechnology Firm

- Optimized success rate of diabetes products by extracting descriptive data using Tableau and Excel to provide recommendations for resource allocation and maximization
- Led team of 5 in conducting descriptive and predictive analyses of forecasted and actual success rates within product lines

Case Study Analysis: Financial Impact of Bidding

- Organized block bookings for new clients to ensure sufficiency for convention bid and prevention of revenue loss
- Leveraged advanced environmental and risk analysis techniques, providing comprehensive insights into potential challenges and revenue stream variations in case of bid non-acceptance

Financial & Managerial Accounting: Case Study of Using CVP Analysis to Determine Budgets

- Evaluated budget creation using CVP analysis and its application to developing goals to optimize resource allocation
- Assessed scenarios with assumptions for cost behavior to create 4 budgets to be utilized for financial statements

EXPERIENCE

Ameris Bank

Atlanta, GA

Treasury Management Operations Analyst

January 20XX - Present

- Analyze and refine monthly financial reporting processes, reducing report generation time by 27%, increasing accuracy by 12%, and facilitating identification of actionable insights for improving revenue streams
- Oversee and implement goal tracking system that increased quarterly sales accuracy by 19%, resulting in 15% reduction in payout discrepancies and improved transparency in incentive calculations
- Collaborate with 4 departments to successfully launch new company logo and pitchbook template, resulting in 15% increase in brand recognition and 25% improvement in conversion rates

Inside Treasury Solutions Officer

April 20XX – January 20XX

- Created treasury management resources including templates for pitchbooks, references for NACHA files, and TM procedures
- Conducted in-depth analysis of financial statements and cash flows, enhancing decision-making and strategic planning

Junior Treasury Solutions Officer

May 20XX – April 20XX

- Developed account plans for 100+ clients to identify key retention, cross-selling, and new client acquisition opportunities
- Partnered closely with client-facing teams, lending expertise to strategically identify revenue generating opportunities and provide product consultation necessary to deliver a 98% client satisfaction rate

Bank of America

Northampton, MA

Personal Banker

December 20XX – May 20XX

- Trained tellers and bankers around risk management and customer service, including resolving technical issues and Customer Identification Program challenges, building customer relationships, and positioning products when appropriate
- Delivered exceptional results by consistently exceeding quarterly sales targets, consistently ranking in the top 5% of personal bankers through successful cross-selling and proactive outreach
- Empowered clients through complete financial education, covering vital topics including debt consolidation, retirement planning and budgeting to strengthen client relations

SKILLS

Computer: Advanced in SQL, Tableau, Python, Microsoft Excel (V-LOOKUP, Solver, and Pivot Tables), and R Studio

Project Management: PM Methodologies including Agile, Sprint, and Waterfall