

# ANGEL RAUL ALFARO

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## RELEVANT EXPERIENCE

Hybrid Apparel

**Senior Financial Analyst | FP&A AI Automation Lead – Los Angeles, CA**

**April 2025-Present**

- Lead enterprise-wide budgeting, forecasting, and consolidated P&L reporting across multiple business units and sister entities; oversee balance sheet and bank reporting while managing the P&L analyst and driving KPI modernization through AI-enabled automation and enhanced governance frameworks.
- Spearhead company-wide AI implementation strategy — deploying custom GPTs with API connectors to automate contract data extraction (royalty rates, terms, licensor termination values), saving 100–200 hours annually; built a GPT-powered vendor data cleansing workflow enabling clean spend analysis, cost savings identification, and trend reporting across finance.
- Automated daily executive sales reporting via Power Automate and PowerShell, eliminating 30–60 minutes of manual work per day; deployed Claude for Excel for data validation and cleanup saving 3–5 hours per week with a full finance team rollout underway; currently developing HTML/JavaScript executive dashboards to replace legacy Excel reporting.

**Financial Analyst II – Los Angeles, CA**

**April 2024-April 2025**

- Owned end-to-end financial planning and forecasting, building detailed models and conducting sensitivity analyses to support M&A evaluations, capital allocation, and cash flow management aligned to corporate objectives.

Chedraui USA

**Financial Analyst – Los Angeles, CA**

**September 2023-April 2024**

- Designed and maintained financial models for complex, multi-variable projects, delivering accurate forecasts that enabled faster, more confident decision-making across the organization.
- Synthesized financial data across disparate sources to surface trends, anomalies, and growth opportunities — informing leadership decisions on pricing strategy, product development, and marketing investment.

**Senior Sales Analyst & Pricing Manager – Los Angeles, CA**

**December 2017-September 2023**

- Engineered a dynamic market price-comparison program that reduced pricing discrepancies in collected data, improving the company's overall pricing strategy and expanding margins by 2%.
- Forecasted weekly, monthly, and annual sales across seven purchasing departments representing over 40% of total company revenue, identifying category-level opportunities to drive sales improvement and optimize product turnover.

Herbalife International

**Data Analyst – Los Angeles, CA**

**September 2017-December 2017**

- Leveraged Oracle-based BI platforms to manage large datasets and generate interactive reports for the receipting department, measuring pilot program productivity and contributing to increased net U.S. sales.

Milwaukee Tool

**June 2011-June 2015**

**Sales Territory Manager – Miami, FL (\$10M market)**

- Delivered 43% revenue growth, 39% profit growth, and 40% market share expansion by rapidly building strategic relationships and executing national and local go-to-market initiatives backed by rigorous financial analysis.

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## Technical Skills

**AI & Automation:** ChatGPT | Custom GPTs | Claude | Claude for Excel | Power Automate | PowerShell | VBA Macros

**Analytics & BI:** Power BI | SQL | Oracle OBIEE | Nielsen BI | JMP (Regression Modeling) | Microsoft Excel (Advanced)

**Development & Tools:** HTML/JavaScript | Python (developing) | Salesforce | Microsoft Office Suite

**London Stock Exchange Group (LSEG) - Georgetown University Master of Science in Finance**

**March 2023-April 2023**

- Evaluated the private equity secondaries market to assess market sizing and strategic entry opportunities for LSEG, informing long-term growth strategy.

**Deloitte, LLP – Georgetown University Master of Science in Finance**

**June 2022-August 2022**

- Developed an ROI model for a Treasury RPA implementation initiative and conducted sensitivity analysis to quantify cost drivers, operational efficiencies, and projected returns.

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## EDUCATION

**Georgetown University McDonough School of Business – Masters of Science in Finance | GPA: 3.7/4.0**

**San Diego State University – Bachelor of Science in Finance**