

THERESA Soberano CORDERO, CPA

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EXPERIENCE

Sadowado LLC – Great Neck, New York

October 2016 to Present

Financial Controller

- Executed the migration from Xero to Quickbooks and setup financial reporting guidelines and payroll.
- Developed the company's forecasting system and laid out the SCM workflow process, working with a team of software developers to automate the processes.
- Managed Amazon PPC and reached the company's target ACOS of 15% within three months using extensive keyword research, harvesting customer search terms, and actively bidding on brand keywords.

Fandom Trinkets – Pasig City

December 2014 to December 2018

Owner

- Started an online store selling accessories inspired by books, TV shows, and movies using the Shopify system.
- Built the brand using Digital Marketing with over 100k FB fans and two Cosmopolitan Magazine features.

ABS-CBN SSC – Quezon City

June 2011 to July 2015

General Ledger Accountant

- Performed closing activities for The Filipino Channel North America based in Redwood CA using SAP.
- Allocated expenses from Global Headquarters (GQ) and San Francisco International Gateway (SFIG) that served as basis for TFC Global Regions in their License Fees Allocations.

PricewaterhouseCoopers (Isla Lipana & Co.) – Makati City

September 2010 to April 2011

Audit Associate

- Followed audit tailored procedures of the company in examining and analyzing clients' accounting records.
- Observed clients' physical inventory counts and performed test of controls.

SKILLS

I have six years of expertise in **Amazon operations**, specifically in **Financial Reporting, Supply Chain Management**, and Advertising (**Amazon PPC**). I am fully adept in using **Google Sheets, Excel, Data Studio**, and other reporting systems, as well as developing reporting dashboards using formulas and pivot charts. My finance background was focused on using **QuickBooks, Xero, SAP**, and **Oracle**. Part of my PPC knowledge is on keyword and competitor research, which includes proficiency in using **Helium10, Jungle Scout, MerchantWords, Sellics**, and other PPC tools. I have advanced skills in bid optimization and controlling ad spend using both my own formulas and utilizing negative keywords.

EDUCATION

De La Salle Dasmariñas, Cavite (2018-2022)

Master of Business Administration with specialization in Supply Chain Management, *Magna Cum Laude*

Pasig Catholic College, Pasig City (2004-2009)

BS in Accountancy, *Magna Cum Laude*

Pili National High School, Mindoro (2000-2004)

Valedictorian

Bambang Elem School, Pasig City (1994-2000)

First Honorable Mention

CERTIFICATIONS

Xero Advisor Certification (March 2, 2021)

Xero US | Effective until Dec 12 2021

Google Ads Search Certification (April 11, 2020)

Google Ads Completion ID 48106661 | Score: 92%

Six Sigma Yellow Belt (January 2020)

iLeanGO Credential ID 000118/2020

Amazon Advertising Sponsored Ads Accreditation - United States (August 23, 2019)

Completion ID: 145726 | Score: 100%