



Nina Roberts

Commercial Finance Manager

Commercial finance manager with seven years of experience supporting marketing and sales operations through financial analysis and pricing strategy. Known for creating tools that optimize profitability across products and campaigns.

CONTACT



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LinkedIn



City, ST

KEY SKILLS

- Pricing analytics
- Channel support
- Product margin analysis
- ROI modeling
- Trade spend optimization

PROFESSIONAL EXPERIENCE

Commercial Finance Manager | PureMeds Inc., City, ST
January 2018 - Present

- Partnered with sales on pricing models that improved gross margin by 10%
- Developed ROI models to evaluate \$5 million in annual trade spend
- Collaborated with marketing to forecast campaign profitability

Financial Analyst | Fusion Goods Co., City, ST
August 2015 - September 2017

- Built Excel tools to forecast COGS, margin, and sales trends
- Provided financial support for new product launches
- Analyzed monthly sales results against targets

EDUCATION

Bachelor of Business Administration (B.B.A.) in Finance
Eastfield University, City, ST | May 2015