



PRIYA RAMASWAMY

FINANCIAL ANALYST

Financial analyst with six years across FP&A and commercial finance for SaaS and consumer goods companies. Build driver-based forecast models, run monthly close variance reviews, and partner with sales and marketing leaders on quarterly planning. Comfortable in Excel, NetSuite, and Snowflake/SQL.

CONTACT INFORMATION



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KEY SKILLS

- Driver-based forecasting and three-statement modeling
- Excel (Power Query, dynamic arrays, Monte Carlo)
- SQL and Snowflake
- NetSuite, SAP S/4HANA
- Power BI, Tableau
- Salesforce reporting
- Variance analysis and month-end close support
- Board and executive narrative writing

PROFESSIONAL EXPERIENCE

Senior Financial Analyst, FP&A | Bellweather Software, Charlotte, NC | 2022 – Present

- Own the consolidated revenue forecast across three product lines, refreshed weekly against Salesforce pipeline and a churn model I rebuilt in 2023.
- Cut variance between forecast and actual ARR from 8.2% to 2.4% over four quarters by adding cohort retention drivers and a seasonality overlay.
- Run monthly business reviews for the CRO, including pacing, win-rate trends, and segment-level CAC payback.
- Partner with RevOps on quota setting for 47 reps; modeled three comp plan scenarios that landed on a plan adopted for FY24.
- Mentor two junior analysts on model structure, peer review, and stakeholder communication.

Financial Analyst | Northstar Outdoor Co., Boulder, CO | 2020 – 2022

- Built the annual operating plan for the wholesale channel (\$63M revenue) including SKU-level margin, freight, and trade spend.
- Replaced a manual weekly sell-through report with a Power BI dashboard pulling from SAP and EDI feeds, freeing roughly six hours a week.
- Led monthly close commentary for COGS and gross margin, escalating a freight contract issue that recovered about \$180K in overbilled accessories.
- Supported the CFO on a \$25M ABL refinancing, including the lender model and quarterly compliance package.

Financial Analyst, Rotational Program | Cardinal Mutual Insurance, Hartford, CT | 2019 – 2020

- Completed rotations in corporate FP&A, investment accounting, and actuarial finance.
- Reconciled monthly invested asset balances against the custodian feed for a portfolio above \$4B.
- Drafted the variance narrative for the quarterly board package under the Controller.

EDUCATION

B.S. Finance, University of North Carolina at Chapel Hill, 2019

CFA Level II Candidate (June 2025)