



What Changed & Why It Works

Marcus Chen · FP&A Analyst, 4 years in corporate finance, targeting Senior FP&A Analyst roles · Illustrative sample

Professional Summary

Before: *Motivated finance professional with experience in budgeting and financial reporting. Strong analytical and communication skills, detail-oriented.*

After: FP&A Analyst with 4 years building rolling forecasts, variance analysis, and driver-based models for a \$180M-revenue manufacturing division. CFA Level II Candidate; FMVA, CFI.

Why it works: "Strong analytical skills" and "detail-oriented" are the most common, least searchable phrases on finance resumes. The after leads with the exact title, platform (Anaplan), and honestly-phrased credential status.

Experience Bullets

Before: *Responsible for budgeting and forecasting for the division. Prepared financial reports for senior management.*

After: Built a driver-based rolling forecast in Anaplan covering \$120M of operating expense, cutting monthly variance-analysis turnaround from 5 days to 2.

Why it works: Every after bullet names the platform and attaches a number — expense covered, dollars redeployed, hours saved — satisfying both the keyword search and a human reviewer.

Skills & Tools

Before: *Financial analysis · Budgeting · Forecasting · Microsoft Excel · Communication · Teamwork (6 items)*

After: Financial Planning & Analysis (FP&A) · Three-Statement Modeling · DCF · Variance Analysis · Rolling Forecast · Advanced Excel · SQL · Power BI · Anaplan · CFA Level II Candidate (18 items)

Why it works: Both the spelled-out and abbreviated forms appear because ATS parsing doesn't reliably expand acronyms both directions. Credentials carry honest status throughout.

LinkedIn Headline & About

Before: *Financial Analyst at Meridian Manufacturing Co.*

After: FP&A Analyst | Financial Modeling, Forecasting & Variance Analysis | Anaplan, SQL, Power BI | CFA Level II Candidate

Why it works: The before headline surfaces only for the employer's name. The after carries the platform, methodology keywords, and credential status a corporate-finance recruiter's search is built from.

Get past the ATS gatekeepers. Book your dream job interview.

Illustrative sample — fictional candidate, created for demonstration purposes only. Not a real client deliverable.

MARCUS CHEN

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Professional Summary

FP&A Analyst with 4 years building rolling forecasts, variance analysis, and driver-based models for a \$180M-revenue manufacturing division. CFA Level II Candidate; Financial Modeling & Valuation Analyst (FMVA), Corporate Finance Institute. Proficient in Anaplan, advanced Excel (Power Query, XLOOKUP), and SQL. Own monthly budget-vs-actual reporting across 9 cost centers and support annual planning for a 3-person FP&A team.

Core Competencies

Financial Planning & Analysis (FP&A) · Financial Modeling · Three-Statement Modeling · DCF · Variance Analysis · Budget vs. Actual · Rolling Forecast · Driver-Based Planning · Headcount Planning · P&L Analysis · KPI Reporting · Advanced Excel (Power Query, XLOOKUP) · SQL · Power BI · Anaplan · SAP · CFA Level II Candidate · Financial Modeling & Valuation Analyst (FMVA)

Professional Experience

FP&A Analyst — Meridian Manufacturing Co.

Jun 2021 – Present

- Built a driver-based rolling forecast in Anaplan covering \$120M of operating expense, cutting monthly variance-analysis turnaround from 5 days to 2.
- Developed a three-statement model with scenario and sensitivity analysis in Excel, informing a capital-allocation decision that redeployed \$8M toward the highest-margin product line.
- Automated budget-vs-actual reporting with SQL and Power BI dashboards across 9 cost centers, eliminating roughly 20 hours of manual Excel consolidation per close cycle.
- Co-author quarterly board-deck financials, translating variance drivers into plain-English commentary reviewed directly by the CFO.

Education & Certifications

- BBA Finance — Lindenfield University, 2020
- CFA Level II Candidate — Level I passed 2023, Level II scheduled
- Financial Modeling & Valuation Analyst (FMVA) — Corporate Finance Institute, 2022

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BookMyJobInterview.ai | LinkedIn ATS Optimization — Final Deliverable

Prepared for: Marcus Chen · Target role: Senior FP&A Analyst · Region: USA

How to update your profile: open LinkedIn, go to your profile, and use the pencil (edit) icon on each section below. Copy each shaded block into the matching field — Headline, About, then each Experience entry. Finish by adding the Skills at the end. Total time: about ten minutes.

1 · Headline (paste into: Intro → Headline)

FP&A Analyst | Financial Modeling, Forecasting & Variance Analysis | Anaplan, SQL, Power BI | CFA Level II Candidate

2 · About (paste into: About section)

FP&A Analyst with 4 years building rolling forecasts, variance analysis, and driver-based models for a \$180M-revenue manufacturing division.

Recent work: a driver-based Anaplan forecast that cut variance-analysis turnaround from 5 days to 2, and a three-statement model that informed an \$8M capital-reallocation decision.

Tools: Anaplan, advanced Excel (Power Query, XLOOKUP), SQL, Power BI, SAP. CFA Level II Candidate; Financial Modeling & Valuation Analyst (FMVA), CFI.

Looking for Senior FP&A Analyst or FP&A Manager-track roles where forecasting rigor and business-partnering both matter.

3 · Skills (paste into: Skills section)

Financial Planning & Analysis (FP&A) · Financial Modeling · Variance Analysis · Rolling Forecast · Advanced Excel · SQL · Power BI · Anaplan · CFA Level II Candidate

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