

# ABBY FINAN

## BUSINESS DEVELOPMENT & STRATEGY

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### EDUCATION

#### North Carolina State University

*Summa Cum Laude*

Business Administration & Finance

*Bachelors of Science*

University Honors College

University Ambassador

University Student Senator

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### CORE STRENGTHS

Strategic Analysis

Client Relationship Management

Sales Presentation Skills

Cloud Service and Platform Knowledge

Cross Functional Teamwork

Business Intelligence & Analytics

Creative & Innovative Thinking

### SKILLS

Data Analytics

SQL, Python, Tableau, PowerBI

SAP Database Knowledge

Deep Insight of SAAS/IAAS/PAAS


Financial Modeling and Forecasting

Process Design

Advanced Excel

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### CONTACT

 919-500-9338

 abbyfinan1@gmail.com

 [www.linkedin.com/in/abbyfinan](https://www.linkedin.com/in/abbyfinan)

 536 Boulevard PI NE, Atlanta, GA 30308

### WORK EXPERIENCE

#### Deloitte Financial Advisory Business Analyst

2023 - current

##### Fraud Analytics Innovation Project for Fortune 50 Client - *Senior Consultant*

- Developed a fraud detecting dashboard for client who wanted to adopt a more sophisticated, ML-based, tech-driven approach to conduct their audit, aiming to increase efficiency and effectiveness.
- The project involved evaluating customers and vendors based off of high-risk behavior and developing unique risk indicators tailored to the client and developing an ML model to identify outliers and anomalies. The outputs from both were integrated to form an ensemble risk scoring at the transaction and entity level for each region and provided insight through recommendations of potentially high-risk fraudulent transactions and interactions.
- Our approach was successful, resulting in reduced noise in the analysis population, prioritized focus on high-risk entities, and identification of fraudulent vendors and customers. The success of the project has opened opportunities for analytics to expand to other regions and potentially scale to another third-party risk management group.

##### Consulting for Wealth Management Financial Services Company

- Provided recommendations and observations to a client about their end-to-end wealth management platform to help mitigate the issues they faced.
- Worked on client site and lead team in strategizing and creating process design, managing backlog of trades, mitigating the number of failed trades, actioning and troubleshooting any asset transfer issues, and providing efficient operations management by communicating back and forth with front and back offices, all while noting the pain points to provide solution recommendations for the client's biggest issues.
- Identified problems with process design and recommended, created, and implemented automated solutions to manual processes to create efficiency and streamline business functions.

#### Deloitte Risk and Financial Advisory Internship

2022

- Interned as a part of the Deloitte Advisory analytics team to identify anti-fraud and anti-counterfeiting strategies.
- Performed data wrangling and querying with SQL and Excel to create data visualizations for fortune 500 clients. Created pivot tables, provided gap analysis, presented findings, and created slide decks to present to clients.

### ACHIEVEMENTS

#### Caldwell Fellowship Recipient

- Competitively selected for the Caldwell Fellowship - made up of self-aware, globally-minded humans that engage in creative, conscientious leadership.
- Gained skills in strategic planning and execution, client relationship management, and relationship building with alumni and donors.

#### Stanford Artificial Intelligence Laboratory Program

- 1 of 20 women selected from the U.S. and abroad to work alongside and learn from Dr. Fei-Fei Li, the director of the Stanford Artificial Intelligence Lab.
- Participated in small private lectures with Stanford professors about NLP, computer vision, self-driving cars, genomics, and robotics.