YULISKA VILLARREAL HERNANDEZ
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SUMMARY

Bilingual financial operations professional with 5+ years of experience supporting billing, accounts receivable, reconciliations, payment tracking, and financial reporting across technology and service environments. Skilled in Excel-based analysis, and transforming operational data into actionable insights. Combines strong financial controls, data accuracy, and process-improvement capabilities with hands-on experience in customer and vendor operations.

SKILLS

Financial Analysis | Billing Operations | Accounts Receivable | Cash Application | Account Reconciliation | AR Aging | Accounts Payable | Vendor Payments | Expense Tracking | ERP systems | Process Improvement | Data Quality | English/Spanish| Excel| Tableau

PROJECT EXPERIENCE

Data Analytics Extern (remote)| Amazon Fulfillment Center - Extern Program, CA, USA. **Feb – March 2026**

- Translated raw employee feedback into actionable insights through structured text analysis and Tableau visualizations.
- Identified patterns related to employee sentiment, management perception, and workplace experience using Python and NLP techniques.

WORK EXPERIENCE

Highspring, San Jose, California

Content Analyst (Goodle Ads) **July 2026 – Present**

- Reviewed and validated advertising content according to quality and safety guidelines.
- Supported AI model training through data labeling, categorization, and human-in-the-loop quality validation

Administrative Specialist (Temp.) **April 2026 – July 2026**

- Managed operational data, reporting activities, and workflow coordination using Google Sheets and internal systems, supporting business operations and data-driven decision-making.
- **C**ontributed to process improvement initiatives by maintaining data integrity, optimizing administrative workflows, and enhancing operational efficiency across cross-functional teams.

Content Analyst (Goodle Ads) **Nov. 2025 – April 2026**

- Reviewed and validated advertising content according to quality and safety guidelines.
- Supported AI model training through data labeling, categorization, and human-in-the-loop quality validation.

Financial Operations Specialist| AmpUp, Santa Clara, California **Aug. 2025 – Oct. 2025**

- Supported billing and AR workflows using Ordway, QBO, Stripe, and Excel, maintaining trackers to ensure accuracy, and streamlined reporting.
- Processed cash applications and reconciliations in QBO, resolving discrepancies and monitoring AR aging.
- Pulled and formatted activation data from Tableau dashboards to generate reports and convert information into actionable insights for billing.

Billing & Customer Operations Specialist | SocialLex.com, Barranquilla, Colombia **Oct 2022 – Nov. 2024**

- Monitored client retention, renewals, and payment activity to support financial data accuracy and revenue tracking.
- Processed and applied customer payments in the ERP system, reconciled transactions against invoices and account balances, and maintained Excel trackers to monitor billing and renewals, reducing renewal delays by 40%.

Executive Assistant| Inversiones Landazabal Daguer & CIA S en C, Barranquilla, Colombia **Nov. 2018 – Aug. 2019**

- Coordinated day-to-day office operations, managed executive calendars, scheduled internal and external meetings, arranged travel, and served as a point of contact for clients and vendors.

- Managed accounts payable activities, including invoice review, vendor payment processing, employee reimbursements, expense tracking, and follow-up on outstanding balances.
- Maintained financial and administrative documentation, reconciled vendor balances, and developed Excel trackers to support expense visibility, payment accuracy, and on-time processing.

Business Development Assistant| **Intedya, Barranquilla, Colombia** **Jun. 2016 – Dec. 2016**

- Supported the Commercial Manager with day-to-day administrative and operational activities, document organization, internal coordination, and follow-up on business priorities.
- Coordinated routine office activities and communications with clients, vendors, and internal teams to support efficient business operations.

Commercial Coordinator | **Enlace Internacional S.A.S., Barranquilla, Colombia** **Jan. 2015 – May 2016**

- Coordinated B2B negotiations and global trade fair participation to promote small and medium exporters.
- Filtered client databases to identify qualified leads and supported the export offer preparation process.
- Drove visibility and buyer engagement through promotional campaigns and digital outreach.

EDUCATION

University of West Los Angeles (UWLA) | Inglewood, CA **Expected May 2028**
M.S. in Leadership, Management, and Technology, Business Analytics Concentration
UCSC Silicon Valley Extension) | Santa Clara, CA, USA **May 2024 - March 2025**
Data Analytics Certificate.
Universidad de la costa CUC | Barranquilla, Colombia **Jan. 2010 – Nov. 2015**
BSc in Finance and International Relations. GPA: 3.8 **|** Student Representative to the Board of Directors (Jan. 2014 – Dec. 2014) **|** Graduated with honors distinction in the professional degree program.

CERTIFICATES

- Google Data Analytics Professional Certificate Courses **Aug. 2023**
- International trade Professional Certificate **July 2015**

VOLUNTEER EXPERIENCE

- Financial Coach **| San Jose, CA, USA** **Oct. 2023 – Nov. 2024**
- Deputy Coordinator – Education for Peace Program TECHO **| Galapa, Colombia** **Feb 2018 – Jul 2019**