

DANIELE JANE BELLEN

Finance Professional

📍 Legazpi City, Philippines

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PROFILE

Finance professional with over 5 years of experience, specializing in bridging financial management with data analytics and AI-driven systems. Proven track record in building scalable workflows and adapting to diverse ERP and digital tool stacks. Successfully optimized operational efficiency by 20% through AI and system implementation, while streamlining financial processes to reduce expense tracking time by 15%. Dedicated to utilizing data-backed insights to drive growth and cross-functional productivity.

SKILLS & ABILITIES

Finance: Accounting & Budgeting, Financial Reporting and Analysis, Risk Assessment Management

Software: Excel, Quickbooks, Zoho, Microsoft Office Suite, Google Workspace, Notion, Airtable, and other ERP Tools

Leadership: Project Management, Stakeholder Collaboration, Fundraising and Sponsorship Negotiation

Core: Strong Analytical and Problem-Solving Skills, Research

EXPERIENCE

Project Development Officer II

Feb 2025 – Present

Department of Social Welfare and Development (DSWD) Bicol

Philippines

- Managed social media strategy while overseeing budget allocation, resulting in increased program engagement and optimized marketing spend.
- Facilitated public events and managed grievance mechanisms, translating client feedback into actionable insights for operational improvement.
- Streamlined reporting processes to provide transparent and timely financial and programmatic insights to stakeholders.

Start-Up Project Lead (CEO)

Nov 2022 – Present

Roompal

Philippines

- Improved student accommodation efficiency by 20% by leading a cross-functional team to launch new app features.
- Expanded market presence by growing listings by 30% in one month and onboarding 40+ housing providers.
- Increased user satisfaction by 90% through integrated feedback loops and boosted MVP usage by 10% by refining operational processes.

Finance Officer

Aug 2024 – Feb 2025

Kaethar Ecolifestyle Co.

Philippines

- Drove departmental decision-making and long-term financial planning by leading strategic management initiatives.
- Optimized resource allocation and profitability by collaborating cross-functionally to align financial strategies with company goals.

Accounting Officer

Feb 2024 – Aug 2024

Kaethar Ecolifestyle Co.

Philippines

- Reduced expense tracking time by 15% by providing actionable recommendations to optimize financial processes.
- Ensured 100% financial reporting accuracy and managed payroll compliance by overseeing comprehensive financial statement preparation and salary disbursements.

Finance Lead

Aug 2021 – Nov 2022

Roompal

Philippines

- Achieved 100% accuracy in financial reporting and a 100% audit success rate by streamlining systems and strengthening internal controls.
- Increased budget allocation efficiency by 15% through enhanced revenue forecasting methods.

VOLUNTEER AND LEADERSHIP

Vice President for Finance

Nov 2023 – Jul 2024

DEVCON Legazpi

Legazpi City

- Spearheaded financial management, strategic planning, and fundraising initiatives to ensure operational sustainability and transparent reporting for all organizational projects.

Executive Head for Finance

Aug 2022 – Aug 2023

Bicol University-JFINEX

Albay

- Directed financial decision-making, budget utilization, and fundraising activities, maintaining rigorous accountability and financial transparency across all student initiatives.

EDUCATION

Bicol University College of Business Economics and Management

Jul 2024

BSBA in Financial Management

Latin Honors - Magna Cumlaude

Legazpi City Science High School

Apr 2020

Accountancy Business and Management

With Honors

CERTIFICATIONS

- QuickBooks Online Accountant Certification Proadvisor
- Philippine Civil Service Exam Professional Level
- Start Your Own Business Certification
- Exelerate your career; MO 200 Certification Training