

Craig E Babbert

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PROFESSIONAL EXPERIENCE

Senior Financial Analyst, HUNTINGTON NATIONAL BANK, Columbus, OH

Apr 2010 - present

- Comprehensive financial management of Retirement Services segment including budgeting, forecasting, profitability and pricing analysis with annual revenues totaling \$17MM
- Develop and implement weekly metrics report for distribution to leadership team containing detailed information on sales, service and operational metrics of the business unit
- Lead due diligence process for Retirement Services mutual fund lineup comprising quantitative and qualitative analysis of 199 mutual funds from 37 fund families on a quarterly basis
- Chair Fund Catalog Committee which analyzes and approves mutual funds for inclusion in our approved sales list used with plan sponsors
- Facilitate lead generation process consisting of mapping external market data to current Huntington client database to identify opportunities to the sales team
- Lead pricing committee to ensure that new business accounts conform to the bank's low-risk culture and are profitable to the business unit

Senior Financial Analyst, EXEL INC., Westerville, OH

May 2009 – Apr 2010

- Provided comprehensive P&L management and analysis to 11 regional operational sites with annual revenues totaling \$27MM
- Created weekly revenue projections for distribution to operational management and senior management comprising \$60MM annually
- Analyzed and interpreted monthly variances and trends between actual, budget and forecast at the revenue and EBIT levels to stimulate increased performance and increase the accuracy of forecasts
- Accurate accounting of sector revenue accrual totaling \$19MM annually
- Managed and implemented daily operating report used to track results in comparison to budget and forecast
- Traveled as needed to work as a liaison between operational sites and Finance team in order to streamline work processes and generate stronger understanding of financial principles
- Developed quarterly expense allocations for distribution to operational sites
- Partnered with operations to oversee and track various cost savings initiatives

Financial Analyst, EXEL INC., Westerville, OH

Jun 2007 – May 2009

- Assisted Finance Manager with creation of unique client pricing models used in the pursuit of new business
- Provided comprehensive P&L management and analysis to 6 regional operational sites with annual revenues totaling \$20MM
- Partnered with operations on several site startups and shutdowns to ensure financial impact met corporate expectations and transitioned smoothly
- Accurate and timely completion of month end close processes including balance sheet reconciliation, expense accrual, variance analysis, and results reporting

- Aided in design and testing of profitability matrix for use by field management to assist in daily revenue tracking and expense management
- Traveled to various east coast operational sites to assist and train management in financial improvement processes including daily profitability tracking and monthly forecasting
- Sector representative for 2009 & 2010 Exel Budget Committee responsible for changes to budget methodology and rollout of new template to operational management

Finance Intern, EXEL INC., Westerville, OH

Dec 2005 – Jun 2007

- Maintained and managed robust forecasting tool to help site management track forecasted revenue and expense
- Developed sector-wide financial training manual for use with operations management designed to inform and onboard new hires with financial processes
- Analyzed monthly site variances to budget and assisted Senior Financial Analyst with month end close

Customer Service Representative, HUNTINGTON NATIONAL BANK, Westerville, OH

Jun 2004 – Nov 2005

- Processed customer transactions in an accurate and timely manner
- Balanced cash drawer consistently
- Recommended necessary banking products to customers

EDUCATION

B.S., Finance, THE OHIO STATE UNIVERSITY, Columbus, OH (Jun 2007)

TECHNICAL SKILLS AND TRAINING

- Constructed Microsoft Access database to extract customer information from internal accounting system in order to facilitate profitability analysis
- Generated financial templates and models within Microsoft Excel utilizing Pivot Tables and Macros
- Daily use of Oracle Applications and Hyperion Essbase to improve financial reporting
- Created presentation decks using Microsoft PowerPoint for distribution to senior management
- Proficient using quantitative database (Markov Processes International) to drive portion of mutual fund analysis
- CFA Institute Level II Candidate