



Olivia Valencia

Demand Planning Analyst

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SUMMARY

Demand planning analyst with three years of consumer products forecasting, portfolio analytics, and **supply chain planning** experience. Builds customer and **SKU forecasts** from sales, shipments, consumption, promotions, seasonality, launches, planogram changes, baseline trends, and market information. Reviews WMAPE and Bias, investigates forecast error, and turns large datasets into practical scenarios that clarify inventory, service, and **financial trade offs**. Partners with Sales, Marketing, Finance, and **Supply Chain** during portfolio reviews, launch planning, promotion cycles, and recurring business planning. Maintains planning systems, dashboards, trackers, templates, assumptions, and data validation routines with care. Brings clear communication, structured prioritization, and practical problem solving to demand decisions, helping teams align commercial opportunities with operational capacity and customer commitments.

EXPERIENCE

Demand Planning Analyst, Consumer Products Forecasting

Blue Ridge Foods 📅 October 2024 - Present 📍 Richmond, VA

Own snack category forecasting across SKU and customer inputs, supporting commercial reviews, launch readiness, portfolio decisions, service objectives, and inventory planning. Maintain planning records, validate partner data, and translate forecast signals into clear actions for Sales, Marketing, Finance, and Supply Chain.

- Built snack SKU forecasts from shipments, **consumption**, promotions, and seasonality for monthly review.
- Reviewed WMAPE and Bias trends, then investigated exceptions with practical corrective actions.
- Documented launch assumptions, **forecast drivers**, and portfolio risks for cross functional planning reviews.
- Reconciled Sales, **Marketing**, **Finance**, and Supply Chain inputs before publishing updated forecasts.
- Created scenario views connecting demand gaps with **inventory**, service, and **financial trade offs**.
- Maintained dashboards, trackers, templates, and validation checks for dependable planning cycles.

Supply Chain Planning Analyst, Customer Forecasting

Harbor Consumer Products 📅 October 2023 - September 2024 📍 Norfolk, VA

Developed customer and item forecasts, scenario analyses, dashboards, and planning inputs across consumer products operations. Supported portfolio reporting, commercial coordination, data validation, and recurring reviews by organizing assumptions and turning complex planning signals into concise recommendations.

- Developed customer and item forecasts using sales history, **promotions**, **seasonality**, and market signals.
- Analyzed forecast exceptions and prepared scenario comparisons for inventory and **service** decisions.
- Built dashboards that summarized portfolio trends, risks, **opportunities**, and forecast performance drivers.
- Coordinated planning inputs across **Sales**, Marketing, Finance, and Supply Chain stakeholders.
- Validated large datasets and resolved discrepancies before scheduled forecast delivery and review.
- Documented assumptions, initiatives, and **business segment** drivers for repeatable planning decisions.

PROJECTS

Snack Portfolio Forecast Review 📅 2025

STRENGTHS

- ♥️ **Forecast discipline**
When forecast signals conflicted, separated assumptions from evidence and gave partners a clear next action.
- 👥 **Commercial partnership**
Sales and Marketing inputs became easier to use after translating campaign details into timely SKU forecast updates.
- 🔍 **Data judgment**
Large datasets rarely tell one clean story, so checked gaps carefully before sharing planning conclusions.
- ⚡ **Scenario thinking**
Built practical comparisons that helped partners discuss inventory, service, and financial trade offs with confidence.
- ✅ **Planning reliability**
Peers relied on organized trackers and validation checks when recurring forecast cycles became busy or uncertain.

SKILLS

Demand Planning

Statistical Forecasting WMAPE

Bias SKU Forecasting

Scenario Planning IBM

Portfolio Management

SKU Rationalization

Supply Chain Systems Dashboards

Data Validation

[Forecast Error Analysis](#)

[Large Dataset Analysis](#)

[Cross Functional Planning](#)

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Demand Planning Analyst, Consumer Products Forecasting at Blue Ridge Foods (1.9 Years)

● Supply Chain Planning Analyst, Customer Forecasting at Harbor Consumer Products (11 Months)

A recurring review brought scattered signals into one practical view. Combined SKU trends, promotion inputs, WMAPE, Bias, and scenario assumptions to support portfolio choices, service discussions, and inventory decisions.

Launch Demand Scenario Tracker 📅 2024

Launch planning became easier to discuss after commercial inputs were organized by timing, customer, SKU, and expected demand. Tracker supported assumption updates, risk conversations, and timely planning system changes.

LEADERSHIP & AWARDS

- Recognized by planning peers for dependable forecast documentation and clear stakeholder updates during recurring demand reviews.
- Selected for strong analytical support during portfolio discussions involving SKU rationalization, scenarios, service, and inventory trade offs.
- Received team recognition for resolving forecast discrepancies before delivery and keeping planning cycles organized.

EDUCATION

Bachelor's Degree in Supply Chain Management

Virginia Commonwealth University 🎓 GPA: 0 📅 2023 📍 Richmond, VA

Coursework: Demand planning, supply chain analytics, operations management, business forecasting

CERTIFICATIONS

- Advanced Forecasting Methods 📅 2025
- Supply Chain Analytics Certificate 📅 2025

TECHNICAL SKILLS

- **Forecasting Methods:** Statistical forecasting, baseline trends, seasonality
- **Demand Metrics:** WMAPE, Bias, forecast error
- **Planning Systems:** Supply chain systems, forecasting systems, planning tools
- **Portfolio Planning:** Integrated Business Management, Integrated Portfolio Management, SKU rationalization
- **Data Analysis:** Large dataset analysis, data validation, exception analysis
- **Commercial Inputs:** Sales data, shipment data, consumption data
- **Promotion Planning:** Promotions, launches, planogram changes
- **Scenario Analysis:** Risk assessment, opportunity analysis, trade off analysis
- **Reporting Tools:** Dashboards, trackers, templates
- **Stakeholder Planning:** Sales collaboration, Marketing collaboration, Finance collaboration
- **Supply Chain Operations:** Inventory planning, service planning, financial planning

PROFESSIONAL AFFILIATIONS

- Supply Chain professional community participant, sharing practical perspectives on forecasting, planning data, and commercial coordination.
- Consumer products analytics network participant, connecting with peers around portfolio decisions, customer demand, and service planning.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST