

Lukas Wilkins

Analyst, Revenue Finance

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SUMMARY

Revenue finance and FP&A analyst with four years supporting monthly close, forecasting, annual budgeting, **long range planning**, **revenue consolidation**, and **financial trend analysis** across digital media and subscription businesses. Builds product level revenue models in Anaplan and Essbase, reconciles multi system reporting, and turns detailed operating data into clear narratives for finance leaders. Partners with Accounting, Strategy, Commercial Finance, revenue teams, and operating leaders on assumptions, deal analysis, headcount planning, personnel expense forecasting, and scenario development. Independently resolves ambiguous reporting questions, improves recurring workflows, and maintains dependable planning calendars and controls. Curious about **advertising technology** and revenue models, ready to help leadership make informed decisions through disciplined analysis, practical communication, and reliable business intelligence reporting.

EXPERIENCE

Financial Analyst, Revenue Planning

Northbridge Digital Media 📅 October 2024 - Present 📍 Hoboken, NJ

Own revenue planning and reporting for a digital media portfolio, supporting close, forecasts, annual budgets, long range scenarios, dashboards, and personnel expense planning. Partner with commercial and operating leaders to turn assumptions into decision ready analysis.

- Reconciled **forecast**, billing, and ledger outputs during **monthly close**, clarifying revenue variances for finance leadership.
- Maintained **Anaplan** models for product revenue, pricing, customer mix, and volume drivers across monthly outlooks.
- Built revenue KPI dashboards combining finance and operating data, helping leaders trace forecast movement to drivers.
- Coordinated annual budget submissions with commercial partners, challenging assumptions before planning review consolidation.
- Developed multi year revenue scenarios, documenting sensitivities for **long range planning** discussions and investment decisions.
- Tracked headcount and **personnel expense** forecasts, incorporating approved staffing changes into rolling financial plans

Junior Financial Analyst

Crescent Peak Streaming 📅 September 2022 - September 2024 📍 Newark, NJ

Supported **revenue finance** for a streaming advertising business, contributing to close, forecasts, product analysis, deal modeling, quarterly planning, and management reporting. Worked with Accounting and Strategy to connect detailed schedules with commercial decisions.

- Reconciled **advertising revenue** source reports to **Essbase** during close, improving confidence in monthly finance reviews.
- Separated pricing, volume, and mix effects in product analyses, giving senior analysts clearer forecast explanations.
- Maintained quarterly planning templates and calendars, escalating incomplete assumptions before **revenue consolidation**.
- Prepared ad hoc deal models comparing revenue timing and scenarios, documenting inputs for Finance review.
- Partnered with **Accounting** on reporting questions and **Strategy** on market scenarios across changing media conditions.
- Standardized reporting workbooks and validation checks, reducing manual rework between detailed schedules and management reporting

PROJECTS

Advertising Revenue Scenario Model 📅 2024

Built a structured scenario model for advertising revenue streams, linking pricing, volume, customer mix, timing, and sensitivities for long range planning discussions.

Revenue KPI Executive Dashboard 📅 2025

Created a decision ready dashboard connecting revenue KPIs with operating drivers, forecast movement, and concise commentary for leadership reviews.

LEADERSHIP & AWARDS

- Recognized by Finance leadership for resolving ambiguous revenue reporting questions with concise, trusted analysis.
- Selected to standardize recurring revenue reporting workbooks and validation checks across monthly planning cycles.
- Entrusted with cross functional budget coordination after dependable assumption review and planning calendar execution.

EDUCATION

Bachelor of Science in Finance

Rutgers University Newark 🎓 GPA: 3.7 📅 2022 📍 Newark, NJ

Coursework: Financial planning, corporate finance, financial modeling, accounting, investments

CERTIFICATIONS

- Anaplan Level 1 Model Building 📅 2025
- Financial Modeling and Valuation Analyst 📅 2026

TECHNICAL SKILLS

- **Financial Planning:** FP&A, annual budgeting, long range planning
- **Revenue Analysis:** Revenue modeling, revenue drivers, revenue consolidation
- **Financial Systems:** Anaplan, Essbase, general ledger systems
- **Business Intelligence:** Revenue KPI dashboards, management reporting, data visualization
- **Forecasting Methods:** Rolling forecasts, scenario analysis, sensitivity analysis
- **Close Reporting:** Monthly close, variance analysis, reconciliation
- **Expense Planning:** Headcount budgeting, personnel expense forecasting, staffing plans
- **Commercial Analysis:** Deal analysis, pricing analysis, volume analysis
- **Planning Operations:** Budget cycles, submission calendars, assumption validation
- **Finance Communication:** Executive presentations, variance commentary, stakeholder reporting
- **Data Analysis:** Financial trend analysis, operating data, reporting differences
- **Process Improvement:** Workflow standardization, validation checks, reporting controls

SKILLS

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|-------------------------|----------------------|----------------------|---------------------------|
| • Financial Planning | • Monthly Close | • Anaplan | • Trend Analysis |
| • Forecasting | • Financial Modeling | • Essbase | • Executive Presentations |
| • Budgeting | • Scenario Analysis | • Headcount Planning | • Process Improvement |
| • Revenue Consolidation | • Revenue KPIs | • Deal Analysis | |

PROFESSIONAL AFFILIATIONS

- Financial Planning and Analysis professional community participant, focused on revenue modeling and reporting practices.
- Rutgers University Newark finance alumni network member, sharing practical perspectives on corporate finance careers.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST