

Salem State University, Bertolon School of Business
B.S. Business Administration
Finance and Accounting concentration

Salem, MA
May 2014

Professional Experience

Gorton's, Inc.

Financial Management Associate, Customer Marketing Analyst II

Gloucester, Ma
2016 - Present

- Provide insights, category performance updates, and Planogram recommendations during major customer calls
- Draft post planning budget analysis for senior management to compare financials against allocations and targets
- Draft trade plans that focus on reducing off invoice spend while minimizing risk to volume, growing brand distribution, incenting quality merchandising, and adhering to internal pricing and merchandising guidelines
- Make impactful recommendations regarding volume, spend, ROI/Profitability, and overall category contribution
- Regular cadence of post promotional analysis and insights to establish regular touchpoints with buyers
- Identify market opportunities and industry trends by leveraging internal BI as well as syndicated data
- Analyze pricing elasticity across markets, product lines, and promotional strategies
- Mentor and oversee training of new hires to Customer Marketing Analyst team

Great Eastern Marine Service, Inc.

Finance Associate, Estimator, Operator

Gloucester, Ma
2006 - 2016

- Developed and implemented Standard Operating Procedures and Record Retention Policy
- Prepare financial reports and account reconciliations
- Assess site plans and bid requests to cost jobs and provide competitive bid prices
- Operate, repair, and maintain construction vessels of various configurations
- Obtained MA hoisting Engineers License 1B/2A and MA CDL Class B Permit

State Street Corporation

Fund Administrator, Associate II

Boston, Ma
2014 - 2015

Treasury Services - Specialized Products

- Perform testing of the mutual fund's compliance in accordance with the IRS and SEC
- Prepare mutual fund's expense budget using knowledge of client's expense structure and history
- Calculate periodic fund performance and review performance
- Calculate periodic distributions and present suggested distribution amounts to manager
- Maintain expense accruals and payment documentation, including periodic expense analysis, annual expense budget, expense roll forwards, and expense cap analysis

Synventive Molding Solutions

Accounting Clerk

Peabody, MA
2012 - 2014

- Provided basic financial feedback to Controller and Assistant Controller
- Worked closely with Purchasing and Logistics departments to ensure correct payment and inventory
- Created financial reports and forecasts using ERP Epicor and Microsoft Excel
- Managed Fixed Asset verification project with book value of over \$3,000,000
- Assisted in facilitating periodic physical inventory count
- Managed Petty Cash register and posting
- Assisted in developing procedure and processes during the implementation of an ERP system

Other Experience

- Experience with accounting software including QuickBooks and ERP System Epicor
- Proficient in Microsoft Excel, Word, PowerPoint, Access, and Outlook
- Volunteer assistant coach for Gloucester High School's Varsity, and Junior Varsity baseball teams

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June 14, 2021

Dear Sir or Madam,

I am writing to express my interest in the Commercial or Recreational Marine industry. A career within this industry is very appealing as I have grown up in a maritime community with a lifelong passion for boating. I graduated from Salem State University in May 2014, having majored in Business Administration with a concentration in Corporate Finance and Accounting. During this time, I completed a course through the American Boat School at Jubilee Yacht Club in Beverly, Ma in pursuit of a Master Captain's License. I have also previously maintained a Massachusetts Hoisting Engineers License (1B/2A) for cranes with hydraulically telescoping booms and Excavators. As a hobby, I have performed two light restorations of recreational boats that I sold privately for a net profit. Through a strong education, coupled with professional experience, I feel as though I could positively contribute to various roles within the industry.

Beginning at the age of fourteen, I have worked part time to full time in the marine construction industry with Great Eastern Marine Service in Gloucester, Massachusetts. My responsibilities have ranged from job estimation, financial management, as well as field work. I have operated powerboats of various sizes and configurations in a towing and construction environment and am able to demonstrate basic seamanship.

In April of 2012, I obtained a position in the Finance Department of Synventive Molding Solutions in Peabody, Massachusetts. My role consisted of invoicing, reconciling, forecasting, report generating, and overseeing travel and expense reimbursement. I was also present during the acquisition of Synventive, a private equity company, by a publicly traded company (Barnes Group Inc.). During this time, I was involved in the go-live of a new ERP system, in which I was able to use my accounting education and technological inclinations to help troubleshoot company issues in a timely, cost effective manner. After leaving Synventive Molding Solutions in November of 2014, I began working as a Fund Administrator of State Street Corporation's Treasury Services team. I performed compliance testing of mutual funds in accordance with the IRS and SEC. Our team at State Street was fast paced and deadline oriented. Strong attention to detail was required as well as the ability to prioritize.

In November of 2016, I joined Gorton's of Gloucester. I began in a Financial Management rotational program, eventually settling in a sales analytics role. In this function, I leverage syndicated data platforms and retailer shopper data to drive insightful decision making in a highly traded category. Annually, I leverage my understanding of retailer market strategies by generating a sales plan that supports team sales, profit, share, and volume objectives. I have generated pipeline inventory forecasts for new product lines, as well as remaining inventory management analysis for discontinued products. I assisted in the implementation of a new Trade Management system and assisted in the development of a product baseline volume projection tool. My core job duties include ROI Analysis, Demand Planning, Forecasting, Budgeting, Pricing, and Trend Analysis.

From working in corporate finance, the marine construction industry, and volunteering as a coach in local high school athletics, I have learned from many managers and coworkers. Because of this, I

have come to adopt and understand different perspectives which have allowed me to grow analytically. A diverse work experience, along with building lasting relationships and skills through previous employment, has instilled definitive change in me as a person. I am eager to demonstrate these abilities in the workplace and am confident that my skills would make me a strong asset. I look forward to speaking with you soon. I thank you and appreciate your time and consideration.

Best regards,

Shawn Hull