JAYROD E. NATNAT, CPA

Certified Public Accountant | Financial & Data Analyst | AI Automation & Growth Marketing

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PROFESSIONAL SUMMARY

Top 10 CPA board placer and UST Cum Laude graduate with 12+ years in accounting, tax, compliance and operations. QuickBooks Online, Xero and Google Data Analytics certified; uses SQL, Tableau and generative AI to automate reporting and routine work. Grew revenue 300% through government contracts and e-commerce reach 200% through marketplaces and paid ads.

PROFESSIONAL EXPERIENCE

Owner — **Technyx Consumer Goods Trading** Mangaldan, Pangasinan · Jun 2024 – Present

- Run finance, operations and compliance end to end: bookkeeping, tax and regulatory filings, procurement and supplier management.
- Won and delivered government supply contracts, growing revenue **300%**.
- Use generative AI tools (ChatGPT, Claude) and automated workflows to draft bid and contract documents, reconcile records and produce reports faster.
- Built goodwill in the local community through knowledge-sharing initiatives.

Manager & Accountant — **Ribo Bicycle Shop** Mangaldan, Pangasinan · Aug 2020 – Jun 2024

- Managed all operations (finance, inventory, vendors and customer service) for 4 years, keeping the business running without interruption.
- Led the e-commerce strategy across Shopee, Lazada and TikTok, expanding market reach **200%**.
- Planned and optimized paid campaigns on Meta, TikTok, Shopee and Lazada Ads, using sales analytics to guide listings, pricing and ad spend.
- Kept the books, maintained vendor partnerships and ensured full tax and regulatory compliance.

Moderator / Admin — **r/PHBuildAPC & r/PHBAPC Discord Server** Philippines · Apr 2024 – Present

- Moderate and grow a **151,000-member** tech community; publish technical guides and encourage knowledge sharing.
- Set up Discord bot and webhook integrations that automate announcements and moderation tasks.

Accountant — **Enovision Optical** Mangaldan, Pangasinan · Mar 2014 – Aug 2020

- Owned full-cycle accounting: cash management, accounts payable, inventory, PPE/fixed-asset tracking and expense reporting.
- Prepared national and local tax filings and submitted every one on time.
- Produced financial analysis and management reports that guided internal decisions.

SELECTED PROJECTS

- **PHBAPC Configurator** (live, nyxbot.nyxataraxia.win): PC-parts price comparison and build planner for a 151K-member community; Python/Flask, SQLite, Docker, Cloudflare Tunnel.
- **Optometry EMR**: patient records, eye exams, prescriptions, billing reports and role-based access for optical clinics; Python/Flask.
- **Affiliate Studio** (in development): AI-assisted ad creation and sales tracking for Lazada/Shopee affiliate marketing; Python, Claude API.

EDUCATION

B.S. Accountancy, Cum Laude (GWA 1.614) — **University of Santo Tomas** Manila · May 2013

CERTIFICATIONS

- Certified Public Accountant: **Top 10, CPALE** (Nov 2013)
- Google Data Analytics Professional Certificate
- Xero Certified Professional, Level 2
- Xero Payroll Specialist
- QuickBooks Online Certification, Level 2

TECHNICAL SKILLS

Accounting & Finance: QuickBooks Online · Xero · Xero Payroll · Month-end close · AP · GAAP / IFRS · Tax filing (BIR, LGU) · Financial reporting

Data & Analytics: Google BigQuery (SQL) · Tableau · R / RStudio · Excel (advanced formulas, pivot tables) · Google Sheets · Google Workspace · Microsoft 365

AI & Automation: ChatGPT · Claude & Claude API · AI-assisted development · Prompt engineering · Workflow automation · Discord webhooks · API integrations

Development: Python · Flask · SQLite · JavaScript · Docker · Git/GitHub · GitHub Actions · Cloudflare

Digital Marketing: Meta Ads · TikTok Ads · Shopee & Lazada Ads · Affiliate marketing · Product listing optimization · Sales analytics