Theresa Gallagher

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My Key Qualifications

- Owns weekly and monthly reporting for revenue, gross margin, contribution margin, and opex, cutting cycle time **from 2 days to 6 hours** at Backcountry.
- **Driver-based forecasting** for sales, returns, promotions, and freight, improving monthly revenue forecast accuracy from 9.4% to 5.8% error.
- Partnered with digital marketing on **paid search, paid social, affiliate, and email** channel economics, helping reallocate $1.2M in quarterly spend toward higher-return channels.
- Inventory, pricing, and product-mix analysis surfacing **$780K of at-risk inventory** 7 weeks earlier than the prior process.
- **SQL, Excel, and Tableau** daily in reporting and dashboards, plus hands-on NetSuite and Anaplan.
- E-commerce and retail finance background across **Backcountry and Target**, from DTC margin work to category-level markdown and product-mix analysis.
- **BS in Business Administration**, University of Colorado Boulder.

Experience

Financial Analyst — **Backcountry**, outdoor e-commerce and specialty retail

Mar 2023 – Present · 3 yrs 8 mos

- Rebuilt the weekly business reporting package covering revenue, gross margin, contribution margin, and operating expenses, cutting the reporting cycle from 2 business days to 6 hours by linking SQL extracts to standardized Excel schedules and Tableau dashboards.
- Built a driver-based forecast for sales, returns, promotions, and freight, improving monthly revenue forecast accuracy from a 9.4% average error rate to 5.8% with scenario logic for promotional calendars, channel mix, and return timing.
- Partnered with digital marketing to evaluate paid search, paid social, affiliate, and email performance using channel-level CAC, ROAS, and contribution margin analysis, helping reallocate $1.2M in quarterly spend toward higher-return channels.
- Created inventory and pricing analysis for key seasonal categories, identifying $780K of at-risk inventory 7 weeks earlier than the prior process by combining sell-through, markdown, and weeks-of-supply reporting into a single dashboard.
- Supported quarterly reforecast reviews with executive-ready variance commentary, reducing directors' follow-up clarification requests from 8 per cycle to 3 by standardizing bridge schedules and separating volume, mix, price, and spend drivers.

FP&A Analyst — Target

Nov 2021 – Feb 2023 · 1 yr 3 mos

- Prepared monthly budget-to-actual reporting and variance analysis for category and expense owners, supporting merchandise and operating expense planning for retail categories.
- Built monthly merchandise margin reporting for category finance partners by standardizing templates and automating data pulls into Excel models, cutting manual spreadsheet consolidation by 10 hours per month.
- Analyzed markdown and product-mix performance during seasonal resets by comparing actual sell-through and markdown rates to plan, flagging a 140-basis-point margin risk in time for pricing adjustments before quarter end.
- Supported annual planning and quarterly reforecasting for sales, margin, and operating expenses; improved forecast submission completeness from 82% to 98% across supported teams through review checklists and input reconciliation before consolidation.

Education

- **University of Colorado Boulder** — Bachelor of Science in Business Administration · 2017 – 2021

Skills

- **Analytics & Reporting Tools:** Excel, SQL, Tableau, NetSuite, Anaplan
- **FP&A & Financial Modeling:** Financial Modeling, Forecasting, Variance Analysis
- **E-commerce & Margin Analytics:** Gross Margin Analysis, Contribution Margin, Marketing Finance, Inventory Analysis