

Ricardo Reyes

San Francisco, CA (open to relocation) 702-786-3889 hello@ricardoreyes.dev
linkedin.com/in/ricardoreyesii github.com/ricardodreyes ricardoreyes.dev

EDUCATION

B.S. in Business Administration, Business Analytics

Expected December 2026

University of San Francisco, School of Management

Coursework: Financial and Managerial Accounting, Principles of Finance, Excel forecasting and optimization, Business Statistics, SQL and database design.

SKILLS

Financial analysis: Google Sheets; Excel (forecasting, regression, Solver, Monte Carlo simulation), financial statement analysis, capital budgeting and DCF valuation (coursework), FactSet

Data & reporting: SQL (PostgreSQL, DuckDB), Python (pandas), R (tidyverse), Tableau, dbt, data reconciliation, data-quality tests

Business & technology: Business cases, vendor evaluation, stakeholder communication, NetSuite export integration, GA4, Cloudflare Workers/R2

EXPERIENCE

Giroux Fine Jewelry

Apr 2025 - Present

Technical Lead & E-commerce Manager

San Francisco, CA

- Own e-commerce and technology for a 770+ product jeweler with \$13M+ in catalog retail value. Partner with two owners and a store team of 10+ on operating priorities.
- Built a Cloudflare media platform ahead of a vendor upgrade. Four Cloudflare invoices issued July to October 2026 averaged 93% below the planned \$89/month price, excluding development and maintenance. Migrated 476,851 files and reduced spin-viewer page weight 97%.
- Built the booking integration supporting 1,200+ appointments and 59% YoY monthly booking growth. Estimated \$3.0M in associated showroom sales using the store-wide close rate and average sale.
- Built a Python NetSuite-to-Shopify pipeline for 849 products and 859 variants, mapping ERP fields and validating 9,489 image URLs for the catalog migration.
- Produced a plain-English changelog covering 111 shipped items over 13 weeks for the owners' weekly email; revised priorities and workflows from owner and staff feedback.

PromptShop (now Meuze)

Jan 2026 - Apr 2026

Sales & Growth (Part-Time)

Remote

- Defined target customer segments and managed qualification across 1,000+ Shopify brand prospects; tracked replies and handed qualified opportunities to the founder.

Monaco Law Group

Aug 2022 - Aug 2024

Client Operations (Law Firm Intern)

San Francisco, CA

- Managed client intake and scheduling across 1,000+ case files; standardized document workflows and coordinated handoffs from inquiry to opened matter.

PROJECTS

Technology cost and R&D forecasting *Independent analysis, AI-assisted*

SQL invoice reconciliation and an editable Google Sheets cost model with maintenance break-even and capacity checks. Companion Uber R&D forecast reconciles six quarters of public filings with separate stock-compensation assumptions.

gtm-warehouse *Portfolio project*

Built SQL/dbt reporting models on DuckDB for weekly funnel and campaign reply metrics, including incremental processing for late-arriving replies. Verified 76 data tests and identical row counts and content hashes across consecutive runs.