

ALEXANDER SERBAN

AI AUTOMATION & FINANCE OPERATIONS BUILDER

New Jersey / Remote | U.S. work authorized; no sponsorship required | Aserban2020@gmail.com
Portfolio: <https://site-mocha-three-50.vercel.app> | LinkedIn: [linkedin.com/in/alexander-serban-capm-087159224](https://www.linkedin.com/in/alexander-serban-capm-087159224)

PROFILE

Finance-operations professional and AI automation builder with 8 years across accounting, payroll, tax reporting, reconciliations, and client workflow execution. Strong fit for practical automation work: I can find repetitive operational drag, turn it into a useful AI workflow or internal tool, and document the handoff clearly.

CORE CAPABILITIES

AI/Automation: OpenAI workflows, intake triage, internal docs assistants, lead routing, follow-up systems, QA checklists

Build/Delivery: Next.js, React, Node.js, Python, JavaScript/TypeScript, Vercel, GitHub, APIs/webhooks, demos, PDFs, handoff docs

Finance/Ops: Excel, QuickBooks, payroll, tax filings, GL/reconciliations, AP/AR, client documentation, compliance workflows

TECHNICAL PROJECTS & DELIVERY ASSETS

AI Operations Portfolio & Paid Pilot Assets | OpenAI, Next.js, Vercel

- Built a live portfolio and proof packet around AI operations buildouts, including a paid-pilot page, lead intake triage case study, workflow ZIP, and application-ready PDF assets.
- Designed workflows around measurable business outcomes: faster routing, cleaner handoffs, reduced manual status chasing, audit-ready documentation, and practical deployment scope.

Lead Intake, Internal Docs & Spreadsheet Automation Concepts

- Mapped service workflows that classify inbound requests, summarize context, produce next-step checklists, and connect spreadsheet/inbox data to repeatable operating processes.

Kalshi Weather Markets Bot, ML Market Model & Zenith Fitness App

- Built and researched API/data workflows, probability-modeling logic, market analysis artifacts, and automation review processes for weather markets and financial modeling projects.
- Developed and debugged product workflows for a fitness app, including workout tracking, mobile/watch reliability, diagnostics, implementation specs, and QA notes.

SERVICE FOCUS

48-hour AI operations buildouts: lead intake triage, follow-up automations, internal docs/data assistants, implementation notes, QA checklist, and handoff package

Finance workflow automation: payroll intake, tax document routing, reconciliation trackers, client status dashboards, spreadsheet cleanup, and recurring close checklists

App repair plus AI features: Next.js/Vercel debugging, API integrations, AI feature implementation, issue reproduction, smoke testing, and concise delivery documentation

EXPERIENCE

HP Accounting & Tax Services LLC - Dover, NJ | Staff Accountant

2018 - Present

- Owned recurring payroll, quarterly filings, annual reporting, withholding adjustments, and compliance documentation for 35-45 active accounts.
- Prepared GL entries and reconciliations for 40 clients; supported tax returns and financial statements for 1,000+ individuals and 75+ businesses.
- Processed AP/AR activity across 325+ vendors and supported month-end/year-end close processes for 75+ entities.
- Standardized recurring workflows, client documentation, and discrepancy resolution paths to improve throughput during high-volume seasonal periods.
- Provided bookkeeping, payroll, and finance-operations support to 40+ client operators with collective revenues of \$40M+; strongest automation targets include payroll intake, tax document routing, reconciliations, and client status tracking.

EDUCATION

Rutgers University - Newark, Rutgers Business School

Expected 2027

Bachelor's degrees in Accounting and Finance | Mathematics Minor
Master of Quantitative Finance, in progress

County College of Morris

December 2024

Associate in Science, Business Administration | GPA: 3.69

CERTIFICATIONS & SKILLS

Certification: CAPM (Certified Associate in Project Management), Feb 2021

Tools: OpenAI, ChatGPT, Next.js, React, Node.js, Python, JavaScript/TypeScript, Vercel, GitHub, APIs/webhooks, Excel, QuickBooks

Operating strengths: fast scoping, workflow mapping, documentation, data cleanup, implementation QA, and practical handoff for non-technical users

Languages: Fluent Spanish | Conversational Italian