

Waqas Asif 



**Finance Management | Financial Analysis**

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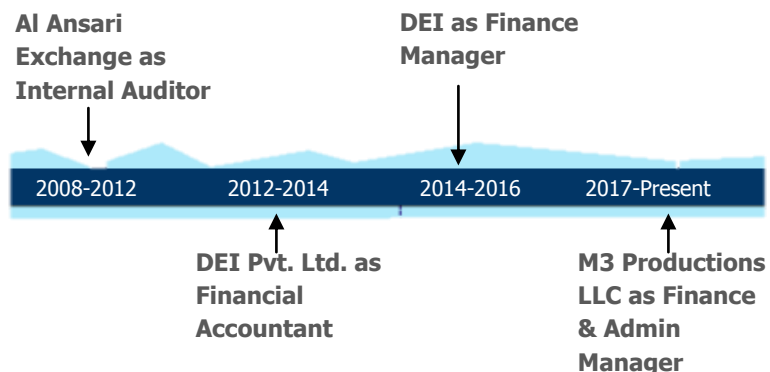
“High-energy professional, successful in achieving business growth objectives within turnaround & rapid changing environment, targeting assignments in Retail /Manufacturing/Advertising & Events Management industry”

Location Preference: UAE

### Profile Summary

- ▶ An experienced ACCA & UAECA qualified Finance Manager with a track record of providing detailed financial analysis and management information to enhance decision-making and facilitate rigorous cost control. Key strengths include: conducting thorough budget variance analysis to adjust future spending and implement corrective actions; preparing quarterly cash flows on a monthly basis to improve working capital management based on actual inflows and outflows; managing internal controls to identify and eliminate loopholes and eradicate potential frauds; and preparing budget plans for multiple departments to ensure enhanced cost control across organization.

### Career Timeline



**M3 Productions LLC, Dubai**  
(www.m3productionsme.com)

**Growth Path:**

Feb'17 – Current                      Finance & Admin Manager

- ▶ Single handedly managing Accounts/Admin/HR & Legal affairs of a Company with strength of 50 staff on a day to day basis.
- ▶ Managing the Company's financial affairs, including management and statutory accounts.

### Key Skills

Financial Reporting & Management

MIS Reporting

Internal Auditing/Systems Control

Taxation (GST/VAT/ST/WHT/TDS)

Budgeting & Forecasting

Variance Analysis & Reporting

Cash Flow Management

### Soft Skills

 Change Agent	 Collaborator
 Motivational Leader	 Communicator
	 Planner

### Work Experience

Since Feb'17



- Supervise and Manage payroll processing activities.
- Dealing with the company's bank in respect of payments and receipts; foreign currency rate. To ensure that all bank accounts and credit card statements are regularly reviewed and reconciled.
- Managing all external contracts, and to ensure that all expenditures are correctly authorized and accounted for.
- Ensuring the overall smooth running of the Company's internal administration and its cost effectiveness.
- Managing staff contracts and HR matters.
- Managing personnel procedures in relation to recruitment, training, holidays and appraisals, ensuring these are properly documented, and advise on relevant policies.
- Ensuring that Company's legal responsibilities are met, in particular that all necessary insurance is properly in place.

**Digiphoto Entertainment Imaging (DEI),Dubai  
(www.digiphotoglobal.com)**

**Growth Path:**

May'12 – Jun'14	Financial Accountant
Jul'14 – Sep'16	Finance Manager

**Key Result Areas:**

**As Finance Manager**

- Promoted to Finance Manager with a remit to lead Finance department operations for UAE, UK, India, Maldives and Kuwait.
- Reporting to Regional Finance Director, manage financial services of EAMER region, including planning, controlling, authorizing and implementing corporate financial decisions.
- Manage month-end closing; create management accounts along with analytical reviews with a helicopter view of each account head in profit and loss statements.
- Ensure the achievement of a constantly positive cash flow position and prepare monthly cash flow statements for management to identify channeling of funds in different countries.
- Maintain an updated balance sheet position and ensure all balance sheet reconciliations are readily available for Director's review.
- Prepare VAT, GST, ST, WHT workings and ensure timely tax payments and return submissions within deadlines of various regulatory authorities in India, Maldives and UK.
- Liaise with Lawyers and Consultants in various countries in relation to managing employees' PF and insurance; obtaining approvals and certificates; approaching regulatory authorities; and discussing statutory implications to adapt to changes with minimal operational disruption.
- Liaise with banks to obtain supporting documents; manage KYC requirements; and provide data and forms required to clear international payments.
- Coordinating with the bank to procure Bank Facilities.
- Validating all monthly payroll transaction in order to ascertain that all payments are accounted for in the financial system.

**As Financial Accountant**

- Ensured accurate and timely revenues recording for management reporting and KPI analysis.
- Prepared monthly budget packs for various departments such as IT, HR, Operations, BD and Executive Leadership Team, providing YTD variance analysis of actual vs. budget spends thus contributing to monitoring and controlling of the costs.
- Prepared Revenue Share reports for partners to ensure timely and accurate payments.
- Catered to site requirements of new item creations and price amendments

May'12 – Sep'16



and synchronized inventory components with those items in the system to ensure accurate cost records.

- Prepared monthly financial reports/analysis, finance dashboard, variance analysis and monthly operating expenses variance reports.
- Maintained and balanced subsidiary accounts by verifying, allocating, posting and reconciling transactions and resolved intercompany discrepancies as applicable.
- Coordinated with external auditors and third party advisors to support the year-end financial audit; provided consolidated statutory accounts and audit files where required by external auditors.

#### **Career Highlights:**

- DEI was transferring Maldivian operations to local franchisee following a legal ban for foreign entities and staff. As Finance Manager, led transition of legal structure. Liaised with Lawyers & Consultants on obtaining tax clearance certificate; permits and legal documents; transferred contracts; obtained valuation certificate for asset & inventory transfer; managed WHT payments; consolidated accounts; and trained new staff. Succeeded in transitioning legal structure within the laws & regulations, upholding \$2m operations of the highest Net Profit Contributing country.
- DEI required Partner Revenue Share reports for over 110 sites in USA following acquisition of Kodak Entertainment. As Financial Accountant, selected to complete this large scale project. Obtained reporting schedules from USA Finance Director; transferred site revenues from POS system; scrutinized each partner contract; used pivot table to arrange and present data; prepared category-based formats; and secured USA FD's approval. Succeeded in delivering all reports on time, saving \$30k and gaining high commendation from USA FD and VP Finance.
- DEI lacked capability to control asset condition and movement. As Financial Accountant, led design and implementation of asset management procedures. Prepared and raised awareness of asset management policy; introduced asset recording and valuation procedures; enforced recording of asset transfers in Sage ERP; verified condition of revenue generating assets; and ensured accuracy of records. Succeeded in introducing effective asset management, enabling high control of asset conditions and transfers, saving thousands of dollars.

#### **Al Ansari Exchange, Dubai as Internal Auditor**

##### **Significant Accomplishments:**

- Thoroughly verified financial statements, security systems, compliance with laws and regulations and streamlined documentation as per central bank requirements. Worked closely with AML Dept, highlighting any material findings for further verification
- Identified cash fraud of US\$ 40k and successfully recovered the amount.
  
- 3 A Levels: Islamia English School, Abu Dhabi: 2004
- 6 GCEs: Islamia English School, Abu Dhabi: 2002

## Previous Experience

Dec'08 – Apr'12



## Education

## Certifications

- Certified Accountant from Association of Certified Chartered Accountants (ACCA), UK in 2011
- Certification in International Auditing (CERTIA) from ACCA, UK in 2013
- Certified Accountant from Accountants & Auditors Association (AAA), (UAECA), UAE in 2014

## Professional Affiliations

- Member of Accountants & Auditors Association (AAA – UAE)
- Member of Association of Chartered Certified Accountants (ACCA - UK)

## Trainings

- Advance Excel Training in 2014
- Grant Thornton (GT) Group Consolidation Tool Training in 2015
- Grant Thornton (GT) Reporting Under IFRSs Training in 2015
- KCI Control (Corporate Performance Management) Budget Software Training in 2015
- Central Bank UAE/ Al Ansari Exchange AML Certification (Anti Money Laundering) in 2009

## IT Skills

- ERP: SAGE, Tally and CONTROL (CPM)
- BI: Tableau
- Applications: MS Office



## Personal Details

**Date of Birth:** 29<sup>th</sup> September 1985  
**Languages Known:** English, Urdu, Hindi & Arabic  
**Address:** Al Barsha, Dubai, UAE  
**Nationality:** Pakistani  
**Marital Status:** Married  
**Passport Details:** AQ1885783  
**Visa Details:** Employment Visa  
**Notice Period:** 1 month Notice Period