Ola Alayoubi

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# Summary and Achievements

* CA UAE certified.
* SCPA-certified experienced with a demonstrated history of working in Finance Positions.
* Organized and dependable candidate successful at managing multiple priorities with a positive attitude, willingness to take on added responsibilities to meet team goals.
* Created an easily navigable company financial database from scratch.
* Implemented regular workflow monitoring procedures that helped reduce month-end closing time by 30%.
* Reduced company expenditure by 20% by consistently detecting potential savings.
* Develop and analyze various internal reports, perform financial statement analysis, assist in audits, and prepare for external audits.
* Supervised junior accountants and monitored their work daily.
* Apply SOX and IFRS for compliance with legal regulations.
* Prepared Payroll files for KSA & Kuwait WT Offices.
* Month and year end reporting.
* Performed budget forecasts and consistently worked on cost reductions.

# Work Experience

## SMC Advertising LLC Dubai, UAE

**Finance Manager - Media Feb 2023 - Present**

* Implemented and optimized accounting systems, enhancing operational efficiency.
* Conducted detailed financial analysis, providing variance insights for strategic decision-making.
* Identified and rectified discrepancies in financial documentation, ensuring accuracy.
* Evaluated and improved financial records, proactively addressing issues for optimal decision support.
* Collaborated on year-end closing with controllers and external auditors for compliance.
* Supported industry audits, ensuring transparent and accurate financial reporting.
* Managed cash flow effectively through strategic cash management practices.
* Contributed to budgeting and forecasting processes for realistic financial planning.
* Provided key financial insights to support strategic decision-making by the executive team.
* Ensured regulatory compliance with industry standards and legal requirements.
* Collaborated cross-functionally, fostering effective communication on financial implications.
* Committed to continuous improvement, adopting best practices and innovative solutions.

## MN Auditing Dubai, UAE

**Senior Internal Audit and Key Account Manager Nov 2021 – Feb 2023**

* Developed and implemented effective accounting systems.
* Set up and improved accounting systems and processes to meet business needs and maximize operational success.
* Reconciled accounts and created documents for monthly closure procedures.
* Recommended strategies to expedite filing projects and annual reporting.
* Analyzed financial audit information and made recommendations to improve efficiencies.
* Assisted in upgrading and conversion of in-house financial systems.
* Drafted variance reports, regulatory filings, and related schedules.
* Evaluated and improved financial records to make important business decisions.

## Malaz Cham Insurance Brokers Damascus, Syria

**Finance Manager Jul 2020 - Oct 2021**

* Built financial department from ground.
* Created organizational structures to improve accounting and finance functions.
* Prepared monthly reconciliation of bank accounts and took corrective actions on deviations.
* Reviewed documentation and identified financial discrepancies where applicable.
* Supported operations management, sales, and marketing efforts to increase revenue and overall financial health.

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## J. Walter Thompson Damascus, Syria

**Finance Manager Jun 2013 - Jun 2020**

* Prepared monthly reconciliation of bank accounts and took corrective actions on deviations. Processed invoices and contacted appropriate parties for timely payment receipt.
* Analyzed financial statements against forecasts to prepare high-level variance analysis.
* Reviewed documentation and identified financial discrepancies where applicable.
* Prepared Payroll files for KSA & Kuwait Offices.
* Evaluated and improved financial records to make important business decisions.
* Completed year-end closing processes with controllers and external auditors.
* Prepared accounts for industry audits and supported audit process.
* Cash-flow management.

## Chief Accountant May 2008 - May 2013

* Set up and improved accounting systems and processes to meet business needs and maximize operational success.
* Developed and implemented effective accounting systems.
* Reviewed budgets and communicated discrepancies to senior management. Prepared monthly journal entries and reconciliations.
* Analyzed financial audit information and made recommendations to improve efficiencies. Offered advice and direction to help clients better understand financial goals.
* Reconciled balance sheets and streamlined best practices for balance sheet processes. Expedited payroll and invoicing by streamlining billing systems.
* Reviewed documents and accounts for discrepancies and resolved variances.

## Media Executive Jan 2007 - Apr 2008

* Developed advertising strategies and converted ideas into concrete tasks and delegated tasks to appropriate individuals and departments.
* Developed schedules for production, editing, and duplication for timely delivery.
* Recommending the most appropriate types of media to use, as well as the most effective time, period, and locations.
* Evaluating the effectiveness of campaigns to inform future campaigns.

# Freelance Jobs

Landor & Fitch Ass. Finance Director Dubai, UAE Jul 2022 – Aug2022 ALIVIA business consulting. Inc Finance Manager Shanghai, China Sep 2015 - Present Artworks FZE Finance Manager Dubai, UAE Jan 2016 - Dec 2017

# Licenses & Certifications

## Certified Accountant – CA UAE

Emirates Association for Accountants & Auditors-267

## Syrian Certified Public Accountant – SCPA

Association of Syrian Certified Accountants-4149

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# Education

Bachelor’s Degree, Economic, Accounting and Finance - Damascus University Bachelor’s Degree, Mass Communication/Media Studies - Syrian Virtual University

# Courses

Data Analyst Track Become a digital marketer.

Certified Management Accountant (CMA) Business English Course

Sham International Diploma in Banking

Al Ameen Accounting Program Intermediate Accounting (IA)

International Computer Driving License (ICDL)

# Skills

Time Management Financial Accounting

Accounts and Bank Reconciliation

Accounting Software (Tally, Dolphin, AL Ameen, QuickBooks, etc...)

HR (Civil Soft application) Financial Analysis

VAT Report

International Financial Reporting Standards (IFRS)

# Language

* Arabic – Native speaker
* English – Fluent
* German – Beginner