SHABANA SIRAJ

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Contact: 0539013805

Location: Riyadh, Kingdom of Saudi Arabia

Summary:

Versatile and results-driven professional with expertise across business development, financial analysis, digital marketing, and operations management. Adept at leveraging data-driven insights to optimize business performance, enhance brand engagement, and drive strategic decision-making. Skilled in SEO, social media marketing, budgeting, forecasting, and risk management, with certifications in Google Digital Marketing, Business Intelligence, and Financial Modeling. Passionate about utilizing technology and analytics to streamline operations, improve financial efficiency, and drive organizational growth.

Employment Details:

Business Development and Office Administration at MDT Mohammed Dahash Al-Tuwaijri Contracting Est. (Jan'25 – Present)

- Spearhead digital marketing initiatives to enhance brand visibility and lead generation.
- Manage SEO strategies, social media campaigns, and paid advertisements to drive engagement.
- Oversee financial operations, including bookkeeping, account reconciliations, and budget preparation.
- Assist in financial reporting and strategic decision-making.
- Handle administrative functions such as records management, meeting coordination, and vendor payments.
- Ensure compliance with local laws by maintaining accurate financial and operational documentation.

Operations and Administrative Assistant at KB Capital Markets Pvt Ltd Feb'24 – Aug'24

- Developed and executed digital marketing strategies for financial services.
- Managed social media engagement, increasing customer reach and brand awareness.
- Conducted competitor research to improve online outreach efforts.
- Provided executive support, managing schedules, meetings, and administrative functions.
- Assisted in financial operations, including trade processing and documentation management.

- Monitored security systems and implemented incident response strategies.
- Ensured compliance with regulatory requirements and strengthened cybersecurity protocols.

Finance and Inventory Analyst at Bharat Tyre Service Jan'21 - Dec'23

- Implemented digital tools to optimize inventory management and financial processes.
- Managed e-commerce channels, optimizing online sales strategies and advertising campaigns.
- Developed financial reports, budget forecasts, and IFRS-compliant statements.
- Led customer relationship management efforts to improve retention and sales performance.
- Provided market insights to align operations with industry trends and business goals.

Assistant Accountant at Freeflow Mind Ventures Jan'21 – May'22

- Conducted financial analysis, preparing consolidated financial statements for audits.
- Provided strategic financial insights and data-driven recommendations.
- Ensured compliance with financial policies, improving operational efficiency.
- Supported audits and process improvements to strengthen internal controls.

Tutor – Freelance Feb'16 - Feb'20

- Provided tutoring in mathematics, economics, and other subjects, tailoring lessons to individual learning styles.
- Managed tutoring operations, including scheduling, invoicing, and client communications.
- Developed lesson plans and delivered analytical problem-solving techniques.

Education:

Class XII (Commerce)	St John's Diocesan Girls' Higher Secondary School, Kolkata (Completed)
Bachelors in Commerce (Honors)	AJC Bose College, Calcutta University, Kolkata (Completed Coursework)
Bachelors in Political Science	Maulana Azad College, IGNOU, Kolkata (Completed)
CMA (Certified Management Accountant)	Institute of Management Accountants, Online (Pursuing)
Post Graduate Diploma in International Business Operation	St. Xavier's College, IGNOU, (Pursuing)

Certifications (Completed):

- Microsoft Office (Excel, PowerPoint, Word)
- Administrative Assistance
- Advance Excel and Excel 365
- Advance Human Resource Management
- Security Operations and Risk Management
- Business Analytics
- Business Intelligence using Power BI and Tableau
- Business Communication and Customer Professional
- Financial Modelling, Valuation and Forecasting Financial Statements
- Google Digital Marketing and E-commerce
- International Financial Reporting Standard
- Payroll Professional
- Stock Market Trading
- Inventory and Warehouse Operations Management
- Project and Product Management

Skills:

- Financial Analysis and Modeling
- Stock Trading and Investment Management
- Budgeting, Forecasting, and Cash Flow Management
- Business Insights and Reporting
- Variance Analysis and Cost Reduction
- Internal Controls, Audit Management, and Compliance
- Strategic Financial Planning and Risk Management
- Vendor and Accounts Payable Management
- Communication, Presentation, and Leadership Skills
- Tax Compliance and Planning
- Customer Retention Analysis
- Sales and Marketing
- Social Media Evangelist