AFSAL T A

Business Controller | Finance Manager | FinOps Automation | Certified Management Accountant (USA) | M.Com | Cert IFRS (UK)

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Dynamic **Fintech Consultant** with **6+ years** of experience internationally specialising in **Financial/MIS Reporting, IFRS/GAAP compliance, UAE VAT/CT, automation-driven FinOps, and ERP implementation**. Expert at building **scalable finance systems, leading financial professionals** and driving efficiency through streamlined **automated procedures**. Proven track record of **multi-client portfolio management** in **accounting, budgeting, cashflow forecasting, clean-ups, audit preparation (TAF), system implementation, and cross-functional stakeholder management**. Known for combining **strong technical accounting expertise with a high-impact automation mindset**, transforming finance departments into fast, accurate, insight-driven functions. Passionate about **capital markets** with hands-on experience in **stock analysis and cryptocurrency research**.

CORE COMPETENCIES

- **Financial Management:** IFRS & GAAP Reporting, MIS & Consolidation, Budgeting & Forecasting, Cash Flow Management, Cost Optimization, Variance Analysis, Working Capital Planning.
- **Tax & Compliance:** UAE VAT & Corporate Tax Strategy, Audit Assurance (TAF), Regulatory Compliance (DMCC, AML), Payroll Management (WPS).
- **Fintech & Automation:** Financial Modeling, ERP Implementation, Process Automation (FinOps), Low-code Development, API Integration, AI Model Utilization.
- **Leadership:** Team Leadership, Stakeholder Management, Client Onboarding, Strategic Decision Making.

TECHNICAL SKILLS

- **Accounting Software:** Zoho Books, QuickBooks (Online/Desktop), Xero, Odoo, Tally Prime, Wafeq, Wave, Dext.
- **Automation & Dev:** Python (Foundational), Zapier, Make (Integromat), Google Apps Script, Google Colab, Streamlit, SQL.
- **BI & Analytics:** Looker Studio (Google Data Studio), Syft Analytics, Microsoft Excel (Advanced), Google Sheets.
- **Payment & POS:** Stripe, Tabby, Hyperpay, TAP, Shopify, Foodics, Triple A (Crypto).
- **Productivity, Collaboration & Design:** Google Workspace (Gmail, Drive, Sheets, Docs), Microsoft 365 (Outlook, Excel, Word, Teams), Slack, Trello, ClickUp, Jira, Notion, Zoom, Google Meet, Canva, Miro, My Hours. Zoho one

PROFESSIONAL EXPERIENCE

BIZ EASY DMCC | Dubai, UAE
Business Controller / Management Accountant | Aug 2025 – Present

- Completed **full backlog accounting for FY 2021–2024** within 60 days, enabling on-time CT filing, TAF readiness, AML compliance and seamless DMCC submissions.
- Led **end-to-end reconciliations** for banks, payment gateways, wallets and crypto, consistently ensuring 100% variance resolution and audit-ready books.
- Delivered **profitability analytics by service segment** using SOA-based cost mapping, improving pricing intelligence and operational decision-making.
- Produced **rolling liquidity forecasts** and working capital insights, elevating CFO-level cash governance and risk visibility.
- Managed **PDC lifecycle** (issuance, tracking, clearance), safeguarding cashflow integrity and reducing overdue PDCs to zero.
- Automated **petty cash and employee advance recoveries** via Zoho workflows, cutting administrative delays by **40%** and strengthening accountability.
- Owned the **reimbursement to disbursement** cycle including GL coding, approval controls and banking execution with 100% policy compliance.
- Built **SOP-driven process flows** for recurring and exception scenarios, tightening controls and eliminating rework.
- Managed **complete payroll cycle**: WPS/SIF submissions, compliance checks, approvals and payment execution error-free.
- Acted as **primary compliance and banking liaison** ensuring zero regulatory delays and instant stakeholder resolutions.
- Scaled **Zoho ecosystem automation** (Books, CRM, Projects, Flow, Mail, Drive) to enhance operational accuracy and reporting timeliness.
- Reconciled **Network International, AMEX and Triple-A crypto transactions**, ensuring compliant and traceable postings.
- Commanded the **entire month-end close**: JEs, accruals, cost allocations, reconciliations, financial schedules and MIS, delivering accurate and punctual closes every month.

FINANSHELS ACCOUNTING ADVISORY LLC | Dubai, UAE
Manager – Accounting Advisory (Audit Liquidation & Cleanup) | Feb 2025 – May 2025

- Successfully led **60+ Audit Liquidation & Cleanup (ALC) projects**, clearly defining scope, deliverables, and execution strategy, ensuring predictable and scalable delivery.
- Achieved **40+ successful project completions** with **100% accuracy**, contributing **AED 120,000** to unit revenue within 3 months and earning high client satisfaction.
- Built a **Looker dashboard** for real-time ALC insights and weekly KPI tracking, enabling accountability and accelerating decision-making.
- Engineered a **Cloud API-driven Auto Onboarding Details Fetcher**, reducing client setup time from hours to minutes and eliminating onboarding errors.
- Created high-impact automation including **All-Bank PDF Converter, Auto-Reconciliation Bot, Auto-Reminder System, Uncat Tool, AI-Powered Categorization Bot**, cutting manual workload by **70%** and boosting turnaround speed.
- Deployed **full-stack financial systems** from scratch for 3+ clients integrating **QBO + Foodics + Supy**, enhancing real-time revenue visibility and reconciliation accuracy.
- Designed streamlined **SOPs & workflows**, significantly improving execution timelines and reducing queries through operational clarity.
- Awarded **Creative Innovator Award**, recognising end-to-end automation that elevated ALC delivery standards across the organisation.

Finance Manager – FinOps | Feb 2024 – Feb 2025

- Directed **40+ monthly financial statements** with 100% UAE compliance, driving **AED 80,000+ recurring revenue**.
- Acted as **Financial Controller** for a key AED 13,000+ contract, deploying **real-time performance dashboards** via Looker Studio to strengthen profitability monitoring.
- Optimised ERP platforms (Odoo, Zoho Books, Xero, QuickBooks, Wave, Wafeq), enhancing data accuracy **+25%** and reducing month-end closing time **by 50%**.
- Onboarded **15+ clients per month** with end-to-end ERP configuration and reporting frameworks, ensuring consistent satisfaction and smooth go-lives.
- Designed and automated tools including **Auto Details Fetcher, Utility Auto Login, Automated VAT/Invoice Reminder System**, cutting manual tasks and errors significantly.
- Built plug-and-play **weekly cashflow forecasters** boosting short-term liquidity visibility for leadership decision-making.
- Collaborated with technology teams on **5+ FinTech products**, embedding accounting-compliance logic into product architecture.
- Led **FinTech literacy training for 75+ staff**, accelerating digital adoption across finance service lines.
- Liaised with **auditors, banks, investors, and regulatory authorities**, ensuring seamless and on-time deliverables.
- Conducted monthly **scope reviews** generating **AED 8,000+ upsell revenue** month-over-month.
- Authored SOPs and **client-facing process FAQs**, enhancing onboarding clarity and reducing operational friction.
- Mentored **15+ team members**; groomed **2 into team leads**, strengthening leadership pipeline within FinOps.

Assistant Manager – Accounting Advisory | Jun 2023 – Jan 2024

- Led a 5+ member finance team including Senior Advisors, lifting productivity by 30% through targeted hiring, structured onboarding and continuous performance coaching.
- Onboarded 10+ clients per month with frictionless ERP configuration, retaining a 10/10 satisfaction score across the portfolio.
- Administered and customised financial systems for 20+ clients monthly, enabling seamless multi-currency operations and full UAE VAT compliance.
- Managed quarterly VAT planning & filings with 100% deadline accuracy, reducing average client exposure by 10% through proactive compliance insights.
- Integrated Zapier, Make & Google Sheets automation, cutting workflow effort by 15% and boosting operational efficiency by 20%.
- Delivered 25+ FS/month aligned with IFRS and internal cut-off schedules, contributing AED 40,000+ recurring revenue.
- Awarded multiple client performance bonuses for delivering consistently high-quality advisory support

Finance Executive – FinOps | Oct 2022 – May 2023

- Managed financial advisory + tax compliance for 8+ international clients monthly, ensuring strategic alignment and accurate reporting across multiple jurisdictions.
- Improved financial health & operational clarity by optimising ERP configurations and client-specific workflows.
- Deployed automation & task management tools, reducing turnaround times and eliminating manual bottlenecks.
- Stabilised the finance function for a high-priority dissatisfied client, restoring trust and achieving documented management recognition.

AM WINGS HONDA | Palakkad, India
Accounts Assistant | Feb 2019 – Feb 2021

- Managed daily journals, AP/AR postings and accruals with zero delays, maintaining ledger accuracy.
- Processed vendor invoices and payments with flawless PO matching and reconciliation controls.
- Conducted weekly bank & inter-branch reconciliations, supporting smooth month-end and year-end closures.
- Handled cash collection & secure next-day bank deposits, strengthening cash control discipline.
- Supported GST filings & audit preparedness through well-structured schedules and documentation.

KEY AUTOMATION & FINTECH PROJECTS

- **UAE Gratuity Calculator**: Built a user-friendly tool to calculate end-of-service gratuity as per UAE labor laws.
- **Weekly Cashflow Forecaster**: Designed a dynamic forecasting model to help businesses visualise short-term liquidity.
- **Depreciation Schedule Builder**: Created an automated schedule generator for fixed assets, supporting straight-line depreciation.
- **Auto Login Chrome Extensions:** Developed for **Du**, **DEWA**, and **Royal Gas**, enabling instant access.
- **Client Project – Real Estate CRM**: To centralise real estate data and streamline lead tracking, property performance, and follow-ups.

Click here to view all my projects: Portfolio

EDUCATION & CERTIFICATIONS

- **Certified Management Accountant (CMA)** | IMA, USA | (Membership:111043) | 2022
- **Master of Commerce (M.Com)** | Bharathiar University | 2020
- **Bachelor of Commerce (B.Com)** | University of Calicut | 2018
- **International Diploma in Computerized Accounting & Finance** | IAAP | 2019
- **Cert IFRS** | ACCA | 2019
- **Microsoft Office Specialist** | Microsoft | 2019
- **Xero Advisor Certified**

ACTIVITIES & INTEREST

Technical Analysis (Trading Equity and Crypto),Travel,Movies,Technology

LANGUAGE

Fluent : English, Malayalam, **Conversational** : Tamil, Hindi