



Yasir Abbas Malik

Personal Information

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Professional Summary

- I am an Enthusiastic learner who is passionate about taking new challenges, open to new ideas & changes, positive minded & very focused. Looking towards an enriching career experience in a new environment that will provide me a platform to further enhance my learning curve in various work function as well as push my limitations to meet the ever-changing technology and fast paced working environment.

My area of expertise is built from various background such as the administration & management, event industry, Construction industry, Sales & Marketing Industry and customer service industry. An amalgamation of top professional skills that are much in demand from today's industry skilled at working independently, within a team with excellent team management, Operation & Client relationship management skills. Looking for association in an organization that values and grooms' talents and skills.

Professional Experience

1) InfoPlus Events LLC,

Dubai, UAE (Oct-2018 to Oct.2020)

Event Coordinator

- ✓ Working as an events coordinator handling end to end project.
- ✓ Dealing with hotel for the selection of venue for the event.
- ✓ Working on independent projects as well as team.
- ✓ Handle database management.
- ✓ Coordinates between clients – suppliers – internal team for every project smooth delivery.
- ✓ Manage all travel and accommodation arrangements for all international, regional and local speakers and committee members.
- ✓ Works on launching Mobile Application for all events.
- ✓ Coordinates with graphics designer and marketing team for each project. Ensure smooth delivery onsite and cost accounting and management of expenses.
- ✓ Maintain events plans and timeline from contracting to deliver.
- ✓ Prepare post events reports.

2) Shalimar Group of companies

Sargodha, Pakistan (June 2015 to August 2018)

AS Director Marketing and Sales:

- ✓ 115% growth in all categories against the budget. 35% increase in trade sales from previous year.
- ✓ All major store costs (establishment, personnel, general expenses) well under budget. Reduced shrinkage from 1% of the store sale to 0.6% on Quarter basis.
- ✓ Delegates duties to the staff with clear objectives to ensure efficiency and productivity. Motivate staff by encouraging feedback/ suggestions, providing timely performance discussions, coaching and counseling, and training and development.
- ✓ Coordinates closely with the Brand to ensure timely deliveries, proper pricing, adequate stocks and availability of the latest product lines. Reduced personnel cost from 6% to 4 % in 10 months without reducing working efficiencies.

As Accountant Cum Sales Manager:

- ✓ Dealing with all clients and manage the all the business activities. Make all strategies for the marketing of the projects of the company and clients. Deal all hoarding boards and signage.
- ✓ Managing 25 to 100 members team. Check all the financial reports being prepared by accountants.
- ✓ I Managed to get my business 1st year sales up-to 12.5 Millions Rupees. I used manage all the sales and finance matters of my company. Used to maintain all accounts of the company and bank reconciliation statements.
- ✓ Handle full spectrum of financial and cost accounting role e.g. AR, AP, GL, forecasting, budgeting etc. Responsible for day to day finance and accounts operations.
- ✓ Carry out full set of accounts and ensure timely closing of accounts. Execute project cost forecasts/budgets, cost tracking, monitoring and controls.
- ✓ Responsible for timely monthly consolidated financial statements, payments, cash-flow management reporting for submission to HQ.
- ✓ Review & approve payment vouchers & journal entries. Management of Petty cash Floats. Managing Salary Sheet and Employee Payroll.

3) Grill 91 Ltd, Director Operations

Maidstone, UK (April 2013 to May 2015)

- ✓ Work with chefs and other personnel to plan menus that are flavourful and popular with customers. Work with chefs for efficient provisioning and purchasing of supplies. Estimate food costs.
- ✓ Supervise portion control and quantities of preparation to minimize waste. Perform frequent checks to ensure consistent high quality of preparation and service.
- ✓ Work with other management personnel to plan marketing, advertising, and any special restaurant functions. Direct hiring, training, and scheduling of food service personnel.
- ✓ Investigate and resolve complaints concerning food quality and service. Enforce sanitary practices for food handling, general cleanliness, and maintenance of kitchen and dining areas.

4) RGIS Ltd.

London, UK (Nov 2011 to April 2013)

Senior Auditor

I Commences my audit career with [RGIS Inventory Specialists Limited](#) where I done a 15 months internship as **Stock Audit Trainee** (from **Nov, 2011 to April, 2013**). During my tenure, I've been on many audits and almost 25 Stock Taking, which includes audit of **House of Fraser, Mark & Spencer, Next, Zara And many more famous brands** respectively. I gain following skills during these audits;

- ✓ Planning and developing audit strategies and procedures by performing risk assessments in response to clients' business risks and financial risks.
 - ✓ Executing audit procedures (including analytical reviews) in accordance with ISAs. Ensuring that recording of transactions and preparation of financial statements are in accordance with International Financial Reporting Standards as well as local laws and regulations.
 - ✓ Drafting of reports including management letters and highlighting the internal controls weaknesses. Performing external audit services in accordance with the approved International Financial Reporting Standards (IFRSs) issued by IFAC, and ISA's.
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Professional Qualification

Degree Name: Chartered Financial Analyst (CFA) (Continued)

Degree Name: Bachelor of Commerce (2009 to 2011) (Passed with First Division)

Institution: Punjab University (Pak)

Professional Skills

- ✓ MS office, MS Excel, MS PowerPoint
- ✓ Knowledge of accounting software (Tally ERP-9, Peach Tree, CRM, ERP Software)
- ✓ MS Outlook

Personal Skills

- ✓ Team Leader
- ✓ Communication
- ✓ Creative, Adoptive & Friendly nature.

Languages: English, Punjabi, Hindi and Urdu.

Documents will be provided as per need.