



MASFAR AYOOB

CONTACT

Phone

052 628 0078  



Address

Ajman, UAE

Email

masfarayoob@gmail.com

EDUCATION

Bachelor of Business

Administration - Madurai Kamaraj
University Tamil Nadu (2014-2017)

Diploma Programme in Practical
Accounting

Certified e-Accountant

CORE SKILLS

- ✓ Financial Reporting
- ✓ Budgeting & Forecasting
- ✓ Cash Flow Management
- ✓ Cost & Profitability Analysis
- ✓ Accounts Payable & Receivable
- ✓ Bank Reconciliation
- ✓ Audit & Compliance
- ✓ Financial Analysis
- ✓ ERP Systems
- ✓ Advanced Microsoft Excel
- ✓ Tally Prime
- ✓ Onyx ERP



Senior Accountant with 10+ years of experience in accounting and finance, including more than five years in group finance operations. Experienced in monthly and annual closing, financial statements, management reports, banking, bank reconciliations, cash flow, costing, budgeting and day-to-day accounting. Managed finance activities for multiple group companies and supervised accounting staff. Comfortably working closely with management, auditors, banks and operational teams.

Professional Experience

● Senior Accountant | Group Finance Operations

WH INTERNATIONAL GROUP FZE | Mar 2021 - Jun 2026

- Supervised a finance and accounting team of 3 staff and reviewed day-to-day accounting work.
- Managed accounting and finance activities of the following group entities:
 - Lebas General Trading LLC (Dubai & Abu Dhabi Branches)
 - Dar Al Hajar Contracting Company LLC (Ajman & Sharjah Branches)
 - WH Fujairah in association with Fujairah Charity Organization
 - Zero Waste Kuwait & Bahrain
- Prepared monthly and annual Profit & Loss, Balance Sheet and management reports.
- Handled monthly closing, account reconciliations, accruals and supporting schedules.
- Managed cash flow, banking, bank reconciliations, payments and intercompany transactions.
- Prepared costing and pricing calculations and reviewed margins and profitability.
- Supported budgeting, forecasting and management reporting.
- Coordinated audit requirements and supported VAT and accounting compliance work.
- Improved accounting procedures and internal controls to make reporting more accurate and consistent.
- Worked directly with management on financial information, payment matters and operational finance issues.

● Career Break

Mar 2019 - Feb 2021 | Personal Career Break

PERSONAL DETAILS

Nationality: Indian

Date of Birth: **/**/****

Languages known: English,
Hindi and Malayalam

Driving Licence: UAE LMV

● Income Auditor | Pre-opening Team

Zabeel House The Greens by Jumeirah | Dubai | Sep 2018 - Feb 2019

- Daily cash count verification.
- Prepared daily revenue reports, statistical reports, rebate summaries, and journal reconciliations.
- Ensured accuracy of daily revenue settlements and investigated discrepancies, shortages, and overages.
- Coordinated with Cost Control and operational departments to maintain revenue accuracy and compliance
- Followed company policies and audit procedures to maintain high operational standards.

● General Accountant

**Middle East International General Trading FZC /
Lawadisa Company FZC | Sharjah | Apr 2014 - Jan 2018**

- Continued with the same business partner when Lawadisa Company FZC closed and joined Middle East International General Trading FZC as part of the business transition.
- Handled day-to-day accounting including AP, AR, payroll, petty cash and bookkeeping.
- Managed bank transactions and monthly bank reconciliations.
- Maintained inventory records and supported stock verification.
- Supported month-end and year-end closing, financial statements and audit requirements.
- Coordinated with warehouse and operations teams for invoicing and billing accuracy.
- Supported internal controls and practical cost-control improvements.

● Accountant

Shah & Associates | Thalassery, India | May 2013 - Mar 2014

- Handled bookkeeping, account verification, audit support and preparation of financial records.

● Accountant

SKY Enterprises | Mahe, India | May 2012 - Apr 2013

- Posted accounting transactions, reconciled cash and subsidiary accounts and supported financial statement preparation.

● Software & Technical Skills

Tally Prime | Onyx ERP | Microsoft Excel | Microsoft Word | Accounting & Bookkeeping | Inventory Management