

# SYED ASAD ALI

Dubai, United Arab Emirates

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## ACCOUNTANT CUM INVENTORY AND CREDIT CONTROLLER

### 10+ YEARS OF PROFESSIONAL EXPERIENCE

A dynamic, responsible and dedicated specialized with a solid background and experience in the field of Accounts Inventory and Credit Control. Having an ability to ensure the effective operations of the organization and learn innovative applications promptly.

### CORE COMPETENCIES

Retail and E-commerce Accounting  
Cash & Card Reconciliation  
Collection Report  
Inventory Report

Monthly Sales Report  
Ageing Report  
Payments Posting  
Payments Matching

Solving Customers Issues  
Solving Auditors Queries  
Credit/Debit note Posting  
Incentive Verification

### PROFESSIONAL EXPERIENCE

**Accountant Inventory and Credit Controller**  
Eros Group LLC. (Dubai, UAE)

**Nov 2013 – Sep 2024**

About Eros Group: Eros Group, the sole distributor of world-renowned brands and one of the leading players in consumer electronics, telecom, and allied multi-products in the Middle East

#### Responsibilities:

- ❖ Managed and monitored customer credit accounts to ensure timely payments and minimized bad debts.
- ❖ Conducted credit checks and risk assessments for new and existing clients.
- ❖ Reconciled accounts receivable and managed invoice disputes to improve cash flow.
- ❖ Developed and implemented credit policies and procedures to optimize collection cycles.
- ❖ Liaised with sales and finance teams to resolve payment discrepancies and improve client relationships.
- ❖ Reconciliation of third-party retail related promotions (Tabby, ADCB & ENBD Redemptions, Trade-In Redemptions such as North ladder, Cartlow, Foxway, Redington)
- ❖ Bank Reconciliation of 30 ENBD Bank Accounts (Card and Cash)
- ❖ Verification of sales and deposits of 35 retail stores, 5 shop n shops.
- ❖ Reconciliation of marketplace accounts (Amazon, Noon, Nownow, Talabat, Carrefour)
- ❖ Responsible for ensuring that customers receive the statement of account and invoices on time for the immediate processing of their payments; ensures timely matching and posting of payment in the system.
- ❖ Responsible for the proper implementation of accounting and inventory reconciliation.
- ❖ Responsible for the accurate and on-time preparation of credit notes (due to price discounts).

- ❖ Independently resolve and/or develop recommendations for unprecedented, complex issues and problems. Serve as a resource for others in resolving unprecedented, non-standard issues and problems. Anticipate problems and develop recommendations for management resolution.
- ❖ Apply in-depth knowledge of accounting theories and principles and systems design. Recognize complex and unique issues and develop resolution and/or consult with leadership in order to achieve resolution; consistently serve as a technical resource.

## Accounts Executive

Jan 2012 – Sep 2013

**Fernandez Hospital private Limited** (Hyderabad, India)

**About Fernandez:** Fernandez Hospital, established in 1948 in Hyderabad is a premier specialty Hospital for women and newborns. It has been providing efficient, reliable and personalized health care of a very high professional level for over 60 years

### Responsibilities:

- ❖ Handling Accounts Payable along with online payments to Vendors.
- ❖ Preparing Cheques to vendors and monthly payment of Lease rentals, utilities and other Payments.
- ❖ Due payments and advance payments of purchase/work order.
- ❖ Settlement of advances upon receipt of invoices from vendor/supplier as per terms and conditions.
- ❖ Monthly Bank reconciliation. Preparing the statement with issued cheques and un-cleared cheques.
- ❖ Maintain petty cash book.
- ❖ Monthly preparation of VAT reports (unit wise).
- ❖ Passing provisions, purchase, sales, receipt and payment entries
- ❖ Monthly Ledger scrutiny.
- ❖ Handle Vendors and Suppliers Complains.

### Academic Qualifications

- **Bachelors of Commerce** (Osmania University, Hyderabad, India) 2011

### IT Skills (Microsoft certified professional)

|               |       |           |
|---------------|-------|-----------|
| SAP (S4 Hana) | Tally | MS Office |
| ERP (Oracle)  | Wings | Peachtree |

### Personal Details

|                 |   |                             |
|-----------------|---|-----------------------------|
| Date of Birth   | : | 04 <sup>th</sup> April 1990 |
| Nationality     | : | Indian                      |
| Visa Status     | : | Own                         |
| Language        | : | English and Hindi           |
| Passport No     | : | V285552                     |
| Driving License | : | 3694432                     |

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