

MOHAMED AFKAR

LOSS PREVENTION OFFICER



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Highly motivated and detail-oriented Loss Prevention Officer with 3 years of experience ensuring the safety and security of both employees and customers. Skilled in identifying potential risks, investigating incidents, and implementing effective prevention strategies to minimize losses. Proficient in surveillance systems, inventory control, and theft prevention techniques, while maintaining a strong focus on customer service and maintaining a positive shopping environment



Skills



Risk Management



Advanced



Surveillance and Monitoring



Advanced



Fraud Prevention



Advanced



Incident Investigation



Advanced



Compliance and Regulatory Knowledge



Advanced



Data Security



Advanced



Asset Protection



Advanced



Conflict Resolution



Advanced



Work History



Loss Prevention Officer

Jehan Recruitment Company (2023 – 04 To Till Date)

- **Risk Assessment & Prevention:** Conducted thorough risk assessments to identify potential threats and vulnerabilities in recruitment processes and sensitive data handling, implementing preventive measures to mitigate financial and reputational loss.
- **Fraud Detection & Investigation:** Identified and investigated instances of recruitment fraud, including misrepresentation of candidates and fake

resumes, collaborating with legal teams to resolve incidents and prevent future occurrences.

- **Data Security Management:** Oversaw the protection of personal data and sensitive recruitment information, ensuring compliance with GDPR and other data privacy laws, reducing data breach risks by 20%.
- **Staff Training:** Developed and delivered training programs for recruitment consultants and administrative staff on best practices for fraud prevention, data security, and compliance with company policies.
- **Surveillance & Monitoring:** Managed surveillance tools, including software and CCTV, to monitor in-office activities and remote recruiting operations, ensuring compliance with security protocols.
- **Incident Reporting:** Provided detailed reports on suspicious activities and investigations, escalating critical issues to upper management and law enforcement when necessary, resulting in the swift recovery of client information.
- **Internal Auditing & Compliance:** Collaborated with the internal auditing team to conduct audits of recruitment databases, identifying irregularities or unauthorized access, and ensuring policies and protocols were being followed across all departments.
- **Vendor Risk Management:** Worked closely with third-party vendors to assess the security of external recruitment platforms, ensuring they met required compliance standards and protecting the firm from external threats.
- **Loss Reduction Strategies:** Designed and implemented company-wide loss prevention strategies, leading to a 15% reduction in recruitment-related fraud incidents over the course of a year.

Digital Marketing Specialist

Janatha Capital Farms (2021 – 06 To 2023 – 04)

- **Campaign Strategy & Execution:** Developed and executed digital marketing strategies tailored to promote capital investment opportunities in sustainable farming and agriculture projects, targeting high-net-worth individuals and institutional investors.
- **Lead Generation & Conversion:** Implemented targeted online advertising campaigns (Google Ads, LinkedIn Ads) to generate qualified leads for agricultural investment opportunities, resulting in a 30% increase in inquiries from potential investors.
- **Social Media Marketing:** Managed and grew the firm's presence on social media platforms (LinkedIn, Twitter, Instagram) by posting industry insights, success stories, and investment opportunities, leading to a 50% increase in social media engagement and a 20% increase in followers.
- **Brand Awareness & Thought Leadership:** Spearheaded content initiatives such as industry reports, white papers, and case studies on the benefits of agricultural investments, positioning the firm as a thought leader in the agricultural investment space.



Education

- **High School Diploma in Business & Commerce (General)**

Hameed Al Husseinie College – Colombo

- **GCE Ordinary Level**

St. Lucias College – Colombo



Software

- MS Excel

● ● ● ● ●
Advanced

- MS Word

● ● ● ● ●
Advanced

- MS Outlook

● ● ● ● ●
Advanced



Language

- Arabic
- English

