



# RABIA ASIF

Finance Associate

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- Abu Dhabi, UAE

## ABOUT ME

Highly motivated Finance Associate seeking for experience in financial analysis and reporting to contribute effectively to the financial management and strategic decision-making processes of a dynamic organization. With a strong background in budgeting, forecasting, and variance analysis, coupled with excellent communication skills and a proactive approach, I aim to drive financial success and add value to the team.

## EDUCATION

**Bs (Hons) Accounting & Finance**  
The University of Lahore  
09/2018 - 08/2022

**I-Com**  
Standard College Lahore  
2016 - 2018

**Matriculation**  
Govt. Pilot Secondary School for Girls  
2014 - 2016

## SKILLS

- Problem Solving
- Team Work
- Data Analysis
- Adaptability
- Financial Analysis
- Communication Skills

## LANGUAGE

- English
- Urdu

## WORK EXPERIENCE

- 2022- 2023  
XS4 Financial Management | Lahore, Pakistan  
**Business Development Executive**
  - Developed and executed strategic business plans to achieve company objectives and revenue targets.
  - Conducted market research and analyzed industry trends to identify new opportunities for expansion.
  - Provided leadership and mentorship to team members, fostering a positive and productive work environment.
  - Prepared and presented reports to senior management, outlining key metrics, achievements, and recommendations for improvement.
- 04/2022- 05/2022  
Al-Baraka Bank | Lahore, Pakistan  
**Internee**
  - Conducts research and data analysis to support various financials projects, such as cost-benefit analysis and investment evaluations.
  - Participated in meetings, discussion with team members to gain insights into financial operations and procedures.
- 08/2021 - 09/2021  
The Bank of Punjab | Lahore, Pakistan  
**Internee**
  - Assisted finance team with financial analysis tasks, including gathering and analyzing financial data, preparing reports, and conducting variance analysis.
  - Assisted in month-end close processes by reconciling accounts, preparing journal entries, and reviewing financial statements for accuracy.

## CERTIFICATION

**SAP B1**  
The University of Lahore

**QuickBooks**  
DigiSkills

**Freelancer**  
DigiSkills