

# SHOAIB KHAN

MBA | ACCOUNTING & FINANCE | BUSINESS ANALYST | IT & DIGITAL MARKETING SPECIALIST

- 2+ YEARS IN ACCOUNTING & FINANCE
- 3+ YEARS IN IT & DIGITAL MARKETING

Phone: +91 9557986681 | Fathers Phone +966597286141 (Saudi arabia\Dammmam) | Email: leadshoaibkhan93@gmail.com | Location: Bulandshahr, UP, India

## SUMMARY

MBA graduate specializing in Accounting, Finance and Marketing with experience in Accounting, Financial Operations, Information Technology and Digital Marketing. Skilled in Financial Accounting, Accounts Payable & Receivable, Bank Reconciliation, Financial Reporting, Tally ERP, MS Excel, Power BI and Business Analytics. Experienced in ERP systems, AI tools, process automation, website development and digital marketing. Strong analytical, problem-solving and communication skills with the ability to support business growth through finance and technology-driven solutions.

## CORE COMPETENCIES /SKILLS

Financial Accounting | Bookkeeping | AP/AR Management | Bank Reconciliation | GST & VAT Compliance | Tally ERP | MS Excel | Power BI | Business Analytics | ERP Systems | IT Support | Technical Support | Software & System Administration | Data Management | AI Tools & Automation | SEO | SEM | Meta Ads | Shopify Development | Website Development | IT & Digital Marketing Specialist, AI Tools (ChatGPT, Claude, Gemini)

## PROFESSIONAL EXPERIENCE

### Accounting & Finance

#### 2 Years Experience

- Managed day-to-day accounting operations and financial transactions.
- Maintained General Ledger, Journal Entries and Account Reconciliations.
- Prepared Final Accounts, Balance Sheets and Financial Statements.
- Managed Accounts Payable and Accounts Receivable processes.
- Assisted in GST and VAT related documentation and compliance activities.
- Conducted Bank Reconciliation and Cash Flow Monitoring.
- Maintained accurate financial records and reports for management review.
- Supported budgeting, expense tracking and financial analysis activities.

### IT & Digital Marketing Professional

#### 3 Years Experience

- Managed digital marketing campaigns across multiple online platforms.
- Executed SEO, SEM and Social Media Marketing strategies.
- Worked with Meta Business Suite and online advertising platforms.
- Coordinated influencer marketing and brand awareness campaigns.
- Utilized analytics tools to monitor campaign performance and business growth.
- Developed and managed Shopify-based business websites.
- Implemented AI tools and automation solutions to improve productivity.
- Assisted in business analysis, reporting and technology-driven process improvements.

## PROJECTS

- AI & Virtual Reality Learning Platform
- AI Integration with ERP & Business Systems
- Consumer Behaviour & Market Research Analysis
- Business Analytics & Financial Insights Project
- US-Based Website Development & Digital Marketing Project
- Shopify E-Commerce Website Development (Available at linkedin)

## CERTIFICATIONS

- Advanced Diploma in Computer Applications (ADCA)
- IT for Business Success Certification
- TCS ESG Certification
- Power BI (Basic)
- Artificial Intelligence Tools & Applications
- Digital Marketing & Business Analytics Training (Available at LinkedIn)

<b>EDUCATION</b>	<p>Master of Business Administration (MBA) Dr. APJ Abdul Kalam Technical University, Lucknow, Uttar Pradesh 2022 – 2024 Specialization:</p> <ul style="list-style-type: none"> <li>Accounting</li> <li>Finance</li> <li>Marketing</li> <li>IT</li> </ul> <p>Bachelor of Commerce (B.Com) Chaudhary Charan Singh University (CCSU) 2019 – 2022 Major Areas:</p> <ul style="list-style-type: none"> <li>Accounting</li> <li>Finance</li> <li>Business Management</li> <li>Commerce</li> </ul>	<b>TOOLS</b> <ul style="list-style-type: none"> <li>Tally ERP</li> <li>MS Excel</li> <li>Power BI</li> <li>MS Office</li> <li>Google Workspace</li> <li>Meta Business Suite</li> <li>Shopify</li> <li>AI Tools (ChatGPT, Claude, Gemini), etc</li> </ul>
<b>KEY STRENGTHS</b>	<ul style="list-style-type: none"> <li>Analytical Problem Solving</li> <li>Financial &amp; Business Analysis</li> <li>Process Improvement &amp; Automation</li> <li>Cross-Functional Collaboration</li> <li>Hardwork and technical Proficient</li> </ul>	
<b>ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>Managed Accounting, IT and Digital Marketing functions across multiple business environments.</li> <li>Delivered international website development and digital marketing projects.</li> <li>Applied AI tools and automation solutions to improve business processes.</li> <li>Experience supporting Finance, Technology and Business Operations.</li> </ul>	
<b>ADDITIONAL PROJECTS</b>	<ul style="list-style-type: none"> <li>IT &amp; Digital Marketing Associate (Project-Based) AI Waleed Group, Saudi Arabia (Remote)   Nov 2025 to Jan 2026</li> <li>Supported IT operations, digital marketing activities and business process improvements.</li> <li>Assisted with website management, SEO, social media marketing and digital campaigns.</li> <li>Utilized AI tools and business technologies to improve productivity and workflow efficiency.</li> <li>Contributed to reporting, data management and business support activities.</li> <li>Creating workflows over N8N tool to optimize and running of task and workflow smoothly</li> </ul>	
<b>LANGUAGE</b>	<ul style="list-style-type: none"> <li>English</li> <li>Hindi</li> <li>Urdu</li> </ul>	
<b>ADDITIONAL INFORMATION</b>	<ul style="list-style-type: none"> <li>Nationality: Indian</li> <li>Gender: Male</li> <li>Date of Birth: 02 September 2000</li> <li>Passport Status: Available</li> <li>Willing to Relocate: Yes</li> <li>Father Name: Mohd. Salim</li> </ul>	
<b>PROFESSIONAL HIGHLIGHTS</b>	<ul style="list-style-type: none"> <li>2+ Years Experience in Accounting &amp; Finance</li> <li>3+ Years Experience in IT &amp; Digital Marketing</li> <li>MBA in Accounting, Finance &amp; Marketing</li> <li>Experience with AI Tools, ERP Systems &amp; Business Analytics</li> <li>Successfully Delivered International Web &amp; Marketing Projects</li> <li>Specialist in Accounting, IT, Digital Marketing and AI.</li> </ul>	