

FAHAD SHAFI

+92 3343037167 / thefks@yahoo.com / Karachi - Pakistan



**HRSO Outsourcing Pvt Ltd Deputed at Procter & Gamble Pakistan Pvt Limited
as Media & Brand Specialist - Feb 2022 – to date: -**

Brand Operations/Activation (from Nov 23 to Continue):

- Assist BM in develop/implementation of Integrated Commercial Plan, using SKU/Channel wise/marketing mix data
- Have access & understanding of Brand's P&L (NR,SD,OSD,NOS,COGS,GP,P&L), discuss detailed brand sales report
- Assist BM in finalization of Art Works, Brand Messaging, ATL/BTL/TTL, market activations, event executions
- Visit event/BA's to ensure all SOP's are following, Gather Competitors Information, On-board/train BA's
- Continuous Co-ordination, Follow up, Facilitate agencies regarding event/execution preparations/removing hurdles
- Receive daily SKU wise out of stock report from merchandisers, follow-up with ADP on the same
- Collect required POP's from execution/tracking agencies, verifies POP & request brand teams for GR approval
- Monitor Costs/Budgets of Development Projects, Prepare & Present reports to Brand Teams & Brand Managers

Recent BTL projects:

Mystery Shopping	Back Checking	In-Store Consultancy	Tamasha/Jeeto Pakistan (Branding)
New Product Launch	Wholesale Execution	Shopper Engagement	Celebrity Store Visit/Car Lucky Draw
TV Commercial Shoot	P&G SUB-D Mela	Ariel Float / Gen-Z Prog	Handwash Day/Demo/Sampling/DTD Prog

Media Planning & Operations (from Feb 2022 to Sept 2023):

- Media budget planning with BM's, Media Manager to split the media spendings in TV, Digital ISP, E-Comm, OOH etc
- Attend agency team meets to review execution plan & to get brief on how we'll achieve max GRPs/Incremental Reach
- Part of Negotiation team deals with Agency's Buying department for Rate, Budget, Purchase methodology, POP methodology, FOC minutes, additional properties alignment
- Being a part of Media team giving presentations to Brand Managers/Brand teams for their thorough understanding & to get their alignment to allocate budgets for the fiscal year, activity based / campaign based PO's
- Attend team meetings with agency to ensure getting targeted GRP's & maximum Reach against spending product wise
- Works with BM's to make sure not to miss any campaign also to Avoid Over Spending, Prepare Media Calendar
- Works Closely with Media Manager & Media Buying Manager to align Ad Agency & Client on Same Page
- Timely Addition of New Vendor in Media Mix as per Media & Media Buyer Instructions (Vendor Registration)
- PO Creation at clients end post approvals before airing of campaign/activity – to avoid POAI case (PO After Invoice)
- Timely Changes of Amounts in Vendor PO's to Avoid Over Spending (Budgets approved by Brand Managers)
- Timely change of Rate Card Decks & Bulk Discount Agreements for Media Vendors

Media Invoice Processing (from Feb 2022 to Sept 2023):

- Process Vendors Invoices TV, Digital ISP/E-Com, OOH, Radio, Cinema, Integration, Branding, Cricket etc
- Verify POP (3rd Party Tracking, Taxes, Credentials, CPM,CPV,CPC,MOAT/Plans, Geo Tag Data with proof/Skin Reports
- POP (TV and Radio - Sports Aired, Rates Charged, 3rd Party Tracking verify, Taxes Applied, Credentials etc)
- Find discrepancies, return invoices for Rectification (Dr. / Cr. note issuance), Submission of Invoices in AP Dept

Media Finance (from Feb 2022 to Sept 2023):

- Check Vendors Invoices status in SAP, Follow up with concern team to Clear Invoices in Time
- Weekly connect with Posting & Payment Team & with Credit teams to maintain smooth processing & settlements
- Monthly connect with Media & Media Buying Manager to reconcile MSA report provided by Finance Department
- Raise correction request against any wrong amount charge to Media IO's (Reversal/Cross Charge/Adjustment etc)
- Responsible to Submit Open Commitment for the current fiscal year every month to Finance Department to make sure that Media Budgets are as per alignment with Brand Managers and to avoid overspending against any brand
- Being Central Goods Receiver extract Outstanding GR report on weekly basis on behalf of P2P (for Media & for other departments) to make sure invoices are timely settled and ready to Pay in time
- Extract report of All Media invoices to make sure Zero (Unjustified) Overdue/Block invoices in system
- Work with Banking Team to update remittances record IBT Transfers/RTGS payments against Vendors Outstanding
- Work with Banking Team to avoid Road Block (if there is any) regarding direct remittances to Vendors

Media Savings (from Feb 2022 to Sept 2023):

- Responsible for timely processing of advances for media vendors to Ad Agency to achieve savings (Post Approvals)
- Responsible to Offset media vendors against advance payment made to Ad Agency against Agreed Airing Period
- Makes Sure to Avail EPD (Early Payment Discount) on Vendors Invoices by Paying within Agreed Credit Terms
- Preparation of EPD Score Card, Answer Finance Queries in Case Not Availing of EPD

Media Fiscal Closing, Accruals Booking & Audits (from Feb 2022 to Sept 2023):

- Chief Support in Audits for Dept, Answer Queries, Reconcile Accounting Records with Ad Agency for Yearly Closing
- Calculate, Verify & Booking of Accruals (All Media Expenses) working with Buying/Planning Team of Ad Agency
- Make sure that all the accrual expenses and savings are accurately reflecting in SAP at actualization stage
- Make sure that all the Media expenses and savings are posted against the correct Cost Center/IO/Ledger
- Calculate & Verify Bulk Discount at Client's End as per Media Buying Managers Given Decks

Group of TV Channels (Television Network & Digital App)**2016 – Jan 2022: - Manager Billing & Media Finance (Receivable)**

- Maintain Smooth Billing System, **(All 4 TV Channels & Digital Application)**
- Ensure Standard Invoicing & Collection Procedure that Comply Co. Policy & Laws
- Assist Countywide Sales Teams to ensure Billing & Sales numbers are reconciled
- Prepare Monthly A/R reports & Aging Analysis, Stay Updated on Industry Changes
- Monitor Accounts to Identify Overdue Payment, Contact Debtors to Arrange Payment
- Checking of Yearly agreements from Ad agencies for Rates offered, BD Slabs etc
- Prepare Deals & Media Plans for Direct & Barter Clients (As per Dir. Sales Instructions)
- Liaison with Ad Agencies/Clients/Tracking Co, Supervising/Training of Billing staff
- Prepare variance analysis of monthly billing (current v/s prior)
- Chief support in semi-annual and annual company audit for accounts receivable
- Create reports analyzing all receivables to ensure accurate receipt of payments
- Cash Flow Forecast, Provide weekly cash projections to Management (Inflows Only)
- Monthly Billing Adjustments, Resolve Discrepancies & Customer Inquiries / Queries
- Handling database maintenance & reporting, Sales Tax Filing (Annexure C) Only
- (PBA) Pakistan Broadcasters Association Reporting Complaints Filing & Clearance

2013 - 2015: - Assistant Manager Billing & Media Finance

- Timely Invoicing with Accurate information
- Bulk Discount Reconciliation as per Agreements
- Maintain Ledgers, Issuing Debit & Credit Notes
- Deposit Cheques & prepare Cheque Deposit Sheet
- Check Bank Account for Direct Remittances from customers & for Bounce Cheques
- Group Monthly reports (Sales & Receivable Position)
- Tracking of Commercials aired, Worked with Sales/CTS
- Calculation of Salespersons Commission
- Knock Off Payments in System against Outstanding

2012 - 2012: - Senior Executive Officer Billing & Finance

- Reconciliations (Banks & Suppliers, Customers)
- County wide Payroll finalization with HR
- Calculate Sales Incentives, Over Time, Allowances, Bonus, Deductions, Loan Settlement
- Maintain Payables of Company
- Finalization of Salary disbursement sheet for Bank

2009 - 2011: - Executive Billing & Finance**2007 - 2008****Telenor Microfinance Bank Limited As SCO****2003 - 2007****Deedazeb Enterprises - Manufactures, Wholesalers & Distributors as Accountant****QUALIFICATION**

- M.B.A (Finance) from Virtual University of Pakistan – 2011
- B. Com, 2003-04

COMPUTER LITERACY

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| 1) SAP | 2) Coupa | 3) Busy Win | 4) MS Office |
| 5) Soft-Dev Media Accounts & Management | 6) C-BAS (Core Application Banking System) | | |

PERSONAL PROFILE

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| ■ Date of Birth | 19 th September 1983 |
| ■ Domicile | Sindh, Urban |
| ■ NIC # | 42101-8394180-3 |
| ■ Marital Status | Married |