



NAFEESATH SHAHABAN NASEERA BA

Professional Accountant

Dedicated and accomplished M.COM graduate with a comprehensive understanding of accounting principles and practices. Successfully completed a professional accounting course, enhancing expertise in financial management. Currently excelling as a Backoffice Accountant and Business Development Manager at Pluton Advertising Co WLL, demonstrating adeptness in both financial operations and strategic growth initiatives.

Experience

Pluton Advertising Co WLL (Present) Accountant/ Business Development Manager

- Oversee financial analysis and reporting procedures, ensuring adherence to regulatory standards and enhancing financial transparency for more informed decision-making.
- Develop and implement targeted email marketing strategies to engage existing clients and cultivate new leads effectively.
- Drive business development initiatives by identifying emerging market opportunities and cultivating strategic partnerships, resulting in substantial client acquisition and revenue expansion.
- Foster collaboration across sales, marketing, and operations teams to align financial objectives with broader business goals, optimizing synergy and bolstering profitability.
- Evaluate key performance indicators, including delivery rates and engagement metrics, to refine email campaigns and maximize return on investment.
- Uphold professionalism and clarity in all email communications and attachments, maintaining high standards of presentation and credibility.

Education

- Professional Accounting
Linnk Academy India, Kasaragod
- MCOM
Nehru Arts and Science College, Kannur University
- BCOM (Co-operation)
Govt College Kasaragod, Kannur University
- Inter Commerce
Kerala Board of Higher Secondary Examination 2018
- SSLC
Kerala Board of Public Examinations

Achievements

Received Rajya Puraskar Award From Honorable Governor P. Sadhasivam for Scouts & Guides

Projects Handled

Topic: Study on the Concept of Women Entrepreneurship with Special Reference to Kasaragod District (2023)

Topic: Study on the Students Attitude towards Entrepreneurship with Special Reference to Kasaragod District (2021)

Declaration

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief.

Contact

Phone

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Email

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Address

Kasaragod, Kerala

Personal Details

Date of birth: 22/11/1999

Gender: Female

Nationality: Indian

Language

English

Malayalam

Hindi

Technical Skills

- Accounting and Financial Management
- Microsoft Office
- Tally
- Zoho
- Income Tax
- Microsoft Word Microsoft Excel
- Outlook

Core Strengths

- Excellent communication skills
- Effective Human Management skills and leadership qualities
- Analytical and problem solving skills
- Admirable Inter-personal skills
- Perseverance and team player
- Complete and sincere dedication towards responsibilities entrusted