

LAIBA SULTAN

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Personal Profile

An analytical finance and accounting professional adept at uncovering numeric insights to benefit stakeholders. Equipped with logic-building prowess and an inquisitive mindset, I thrive on immersing myself in intricate problems. Navigating ambiguity with ease, I bring a highly adaptable approach, adeptly handling changing priorities. With a proven ability to drive process optimization and implement best practices, I consistently deliver quantifiable results elevating operational efficiency and organizational growth.

Skilled in fostering collaborative relationships, I leverage data-driven analytics and financial modeling to provide comprehensive solutions that mitigate risks and fortify bottom-line performance.

Skills & Abilities

- **Technical Skills:** Sage 50 Accounts, Sage 50 Payroll, Auditing & Taxation, Financial Analytics, MS Office
- **Soft Skills:** Problem-solving, Stakeholder Management, Effective Communication, Teamwork, Organization, Time-Management

Education

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| • MSc. Accounting & Finance | Sept 2022 – Sept 2023 |
| Leeds Beckett University | Leeds, United Kingdom |
| • BSc (Hons) Accounting & Finance | Aug 2018 – Jun 2022 |
| COMSATS University | Islamabad, Pakistan |

Professional Experience

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|---|-----------------------|
| Accounting Assistant, Ascend Estate Properties, Manchester, United Kingdom | Jan 2024 – April 2024 |
| • Leveraged proprietary financial management platforms, including PropCo ProView, TDS, and DPS, to streamline accounting operations, facilitate seamless transaction processing, and maintain meticulous financial records. | |
| • Adeptly managed accounts receivable and payable, ensuring timely rent collection, security deposit refunds, and diligent tracking of financial transactions to uphold fiscal responsibility. | |
| • Compiled comprehensive financial reports, including proposed budgets and cash flow statements, to provide stakeholders with data-driven insights and support informed decision-making. | |
| • Demonstrated a commitment to exceptional customer service, addressing client inquiries promptly and professionally, while collaborating with the property management team to maintain accurate financial documentation. | |
| Receptionist, Leonardo Hotel, Manchester, United Kingdom | Nov 2023 – Jan 2024 |
| • Leveraged Oracle and PropCo property management systems to streamline guest reservations, check-in/out processes, room allocations and billing procedures. | |
| • Consistently delivered exceptional customer service by offering a warm welcome, promptly resolving queries, and addressing guest concerns in a professional manner. | |
| • Responsibly handled payment transactions, cash management and ensured meticulous financial recordkeeping. | |
| • Supported front desk operations through administrative tasks such as managing phone lines, email correspondence and maintaining organized filing systems. | |

Receptionist, High Bank Hotel, Leeds, United Kingdom**Sept 2022- oct 2023**

- Efficiently utilize eviivo property management software to handle reservations, guest check-in/check-out, room assignments and billing
- Manage front desk operations, providing exceptional customer service to guests through warm greetings, prompt response to inquiries and resolving issues.
- Process payments, perform cash handling duties and ensure accurate financial recording of transactions.
- Coordinate with housekeeping team to ensure timely preparation of rooms and maintain cleanliness standards.
- Assist in administrative tasks such as answering phones, managing emails, and maintaining organized front desk files.

Accounts Assistant, Intalytics Services Limited, Islamabad, Pakistan**Jan 2022 – Jun 2022**

- Managed comprehensive financial records, including general ledger accounting, accounts payable and receivable, and bank reconciliation, by utilizing accounting software packages such as Sage with exceptional accuracy.
- Handled daily invoicing tasks and spearheaded the implementation of Sage, streamlining departmental efficiency and minimizing errors.
- Analyzed financial data through Excel pivot tables, identifying key trends and patterns, contributing significantly to the formulation of strategic and achievable financial objectives for the fiscal year.
- Prepared accurate and timely tax returns for clients, adhering to stringent tax compliance procedures and ensuring regulatory adherence.

Retail Banking Intern, Askari Bank Ltd, Islamabad, Pakistan**Sept 2021**

Provided financial advisory services to client companies by developing innovative wealth management strategies.

- Ensured detailed and transparent recording of all transactions through the preparation of tabulated reports and charts on a daily and weekly basis.
- Demonstrated exceptional customer service skills by effectively handling a diverse range of retail banking customer queries, including processing transactions, addressing questions, and resolving issues.

Accounting Intern, Daily Azkar, Islamabad, Pakistan**Jun 2021 – Aug 2021**

- Structured financial documents and management accounts by applying accounting principles and procedures in accordance with Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS).
- Prepared comprehensive financial statements, including balance sheets, income statements, cash flow statements, and taxation files on a weekly basis.
- Optimized revenue and expenditure reports, contributing to budgeting and forecasting efforts, driving organizational profitability.
- Prepared weekly rebates reports, involving in-depth analyses of payroll data for more than 50 workers.

Data Analyst Intern, KPMG, Virtual, Pakistan**Jun 2020 – Aug 2020**

- Performed data visualization and interpretation by collecting, cleaning, and organizing client database data using Microsoft Excel, contributing to enhanced client satisfaction.
- Applied statistical methods and concepts to assess financial risks, identifying potential fraud and errors, and providing valuable insights.
- Developed and implemented data-driven solutions to streamline audit procedures and optimize internal systems, driving process efficiency.