

# Aya Eid

## Senior Financial Officer

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### OBJECTIVE

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A result-driven Senior Financial Officer with extensive experience planning, directing, and coordinating full-spectrum financial activities. I specialize in transforming complex accounting data into strategic insights through rigorous analysis, financial statement preparation, and audit evaluation. I am now seeking a leadership role where I can leverage my expertise in financial systems and cost control to drive operational efficiency and contribute to strategic growth.

### WORK EXPERIENCE

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#### Senior Financial Officer | Fixem SARL

Oct 2023 – Current

*Samsung's Only Authorized Service Center*

- **Financial Leadership & Strategy:** Plan and direct all financial activities including accounting, budgeting, and investment evaluation. Develop and analyze information to assess the firm's current and future financial status, guiding strategic business decisions.
- **Credit & Cash Management:** Oversee the flow of cash and financial instruments. Examine, evaluate, and process financial applications; establish procedures for the custody and control of assets to ensure safekeeping.
- **Client & Stakeholder Relations:** Establish and maintain relationships with key business B2B and B2C customers, providing expert assistance and resolving complex problems. Communicate financial performance and strategies to management.
- **Risk Reporting & Compliance:** Prepare operational and risk reports for management analysis. Evaluate financial reporting systems and accounting procedures, making recommendations for changes to enhance financial controls and ensure compliance.
- **Process & Team Coordination:** Coordinate the activities of the finance department. Evaluate data pertaining to costs to plan and manage organizational budgets.

#### Account Manager | King Mattress

Jul 2024 – Sep 2024

- Cultivated and maintained strong, lasting relationships with key B2C & B2B clients, ensuring high levels of customer satisfaction and repeat business.
- Managed client accounts and ensured the successful delivery of products and services.

#### Sales Coordinator | Izzat Daouk & Sons

Jul 2023 – Oct 2023

- Oversaw the performance, routing and efficiency level of the outdoor sales representatives, promoted products and offers to customers online, communicated relevant information and managed schedules, kept online records and prepared customers spreadsheets.

### EDUCATION

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#### Bachelor degree in Banking and Finance -

Sep 2020 – Jun 2023

Beirut Arab University (BAU), Faculty of Business

### SKILLS & LANGUAGES

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**Skills:** Microsoft Office 365, Advanced Microsoft Excel (Pivot Tables, functions, Query), Intuit QuickBooks, GSPN ERP Systems, SAP Crystal Reports, Asana

**Languages:** English (Advanced) – Arabic (Native)

### TRAINING & CERTIFICATIONS

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Finance for Non- Financial Managers, Emory University Feb 2022 | Applied Management- AIMoltaqa HIMMA Nov 2023| Internet Core Competency (IC3) – Beirut Arab University Jan 2022