



LEAD OFFICER

# ABDELSADEK SERAG

## PROFILE INFO

Branch lead officer With six years of experience in the financial services sector, specifically within exchange houses, I have developed a deep expertise in delivering exceptional customer experiences .

Helping financial services businesses grow their customer base and decrease customer churn.

My passion lies in utilizing digital tools to enhance customer experience and drive business growth.



Phone

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Email

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Address

United Arab Emirates

## WORK EXPERIENCE

OCT 2021  
PRESENT

**LARI EXCHANGE**

LEAD OFFICER

AUG 2018  
SEP 2021

**LULU INTERNATIONAL EXCHANGE**

FRONT LINE ASSOCIATE

2013  
2018

**TOYOR AL JANAH TOURS**

GENERAL ACCOUNTANT

## DUTIES & RESPONSIBILITIES

- Customer acquisition through sales to walk-ins and through tracking the activities.
- Process financial transactions in accordance with the guidelines provided by the Company and central bank of UAE with accuracy.
- Responsible for overall Sales and Operations of the branch, team building, profitability, accounts & administration of the branch.
- Lead customers to relevant department/persons for Query Resolutions, Special Deals and other such activities
- Generation of Clients for the branch and business development for the branch with the branch marketing team with effective marketing plan.
- Supervise efficient working of all employees and provide guidance to them to achieve zero defect operations, and timely completions of all assigned activities.
- Ensure optimal profit margins are maintained for transactions
- Solicit referrals and initiate cross-selling opportunities to existing customers
- Play a proactive role in customer acquisition and retention activity
- Supervise cash balancing at the end of the day, review and verify the necessary daily cash and transaction reports.
- System and process development to ensure strict compliance of AML and other regulatory directives.
- Responsible to prepare and reconcile branch daily, monthly, quarterly and yearly reports.
- Track nearby competitors and report local market trends.
- Ensure optimal profit margins are maintained for transactions
- Exercise due diligence in processes related to customer transactions to ensure risk mitigation and adherence to relevant AML procedures and KYC initiatives
- Ensure documentation and the transaction process is in compliance with both the internal and regulatory requirement.

## MY EDUCATION

**BACHELOR OF ENGLISH COMMERCE  
ACCOUNTING**

GOOD

## AREA OF EXPERTISES

- Product knowledge
- Communication skills
- Customer acquisition
- Brand awareness
- Excellent problem solver
- Digital marketing
- Graphic Design
- Cash handling
- Account Reconciliation
- Analytical skills
- leadership
- Written Communication
- Time management

## LANGUAGE

English  95%

Arabic  100%

## HARD SKILLS

- Microsoft office
- Peach tree
- Quick box
- APPLE KEYNOTE
- APPLE PAGES
- canva

## WORK EXPERIENCE

2013 **TOYOR AL JANAH TOURS**  
2018 GENERAL ACCOUNTANT

### DUTIES & RESPONSIBILITIES

- Prepare journal entries.
- Monthly closings and preparation of monthly financial statements
- Accountants keep track of the money coming in and the money going out.
- Summarizes current financial status by collecting information, preparing balance sheet profit and loss statement, and another report.
- Handle monthly, quarterly, and annual closings
- Reconcile financial discrepancies and errors as reported by collecting and analyzing account information.
- Prepare financial reports by collecting, analyzing, and summarizing account information and trends, as directed by the Senior Accountant and/or Accounting Manager.
- Maintain and reconcile petty cash accounts on a monthly basis to be reviewed by the Senior Accountant.

## COURSES

- **THE FUTURE OF PAYMENT TECHNOLOGIES**  
AN ONLINE NON-CREDIT COURSE AUTHORIZED BY UNIVERSITY OF MICHIGAN AND OFFERED BY COURSERA
- **TIME MANAGEMENT & BUSINESS ETIQUETTE**  
CROW ACADEMY JANUARY 2024
- **CERTIFICATE OF APPRECIATION**  
CROW ACADEMY JANUARY 2024  
IN RECOGNITION OF OUTSTANDING ACCOMPLISHMENTS
- **COUNTERFEIT CURRENCY DETECTION AND REPORTING**  
CROW ACADEMY OCT 2023
- **AML .CFT . ANTI FRAUD TRAINING . CDD & EDD**  
CROW ACADEMY JULY 2023
- **CYBER SECURITY CREATIVE PROBLEM SOLVING AND MANGEMENT**  
CROW ACADEMY JULY 2023
- **FERG " AML CFT - DUE DILIGENCE " CENTRAL BANK OF UAE**  
FOREIGN EXCHANGE REMITTANCE GROUP FEB 2019
- **META**  
PROFESIONAL CERTIFCATE OF DIGITAL MARKETING
- **GOOGLE DIGITAL GARAGE**  
GOOGLE DIGITAL GARAGE " THE FUNDAMENTALS OF DIGITAL MARKETING "
- **THE BASICS OF CAPITAL MARKET**
- **ACCOUNTANTS PREPARATION COURSE**
- **ICDL** ICDL " THE INTERNATIONAL COMPUTER DRIVING LICENSE "