

# HARAKAT BADREDDINE

Born on 29/05/1984 in Marrakech

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## Education

2019-2020 : Master's degree in Logistics & Supply Chain Management - ENCG Marrakech

2010-2011 : Master's degree in IT, Audit, and Finance - IGA Marrakech

2005-2009 : Bachelor's Degree in Business Management - UCAM

## Certification

★ IBM Data Analyst Professional Certificate

★ IBM Data Science Professional Certificate

★ Gemini for Data Scientists and Analysts

★ Google AI Essentials Certificate.

## Skills

Strong interpersonal and communication skills

Autonomy and initiative-taking

Adaptability and teamwork

IT Tools (Microsoft office, ERP, Power BI, Python)

## Languages

Arabic

French

English

## Professional Experience



### 2022-2024 : CASA-EDILE (CONSTRUCTION)

#### 🏢 Financial Manager

Ensure accurate month-end closing and deliver reliable financial reporting;

- Retrieve accounting balances and reconcile with bank statements.
- Review and adjust accounting entries to correct discrepancies.
- Finalize monthly accounts, including expenses, revenues, depreciation, and provisions.
- Prepare financial statements: balance sheet, income statement, and cash flow statement.
- Present financial reports to management and perform variance analysis against forecasts.

Maintain healthy cash flow and manage financial obligations;

- Analyze forecasted cash inflows and outflows for the month.
- Monitor customer payments and follow up on overdue accounts.
- Approve supplier payments and manage bank schedules.
- Review bank accounts and update the cash flow forecast.
- Anticipate liquidity needs and negotiate with banking partners when required.

Track profitability and identify improvement opportunities;

- Calculate cost of goods sold.
- Analyze profit margins by product line and project.
- Monitor budget variances and investigate deviations.
- Recommend corrective actions to optimize costs and enhance profitability.
- Hold management meetings to review performance and align on necessary adjustments.

Ensure full compliance with tax and regulatory obligations;

- Prepare and validate tax filings (VAT, corporate income tax, personal income tax).
- Verify social security contributions and submit to authorities.
- Conduct internal controls to ensure compliance with accounting and tax standards.
- Collaborate with internal and external auditors as needed.
- Archive financial records and update internal control procedures.

Support the company's long-term financial strategy;

- Develop financial scenarios to plan for future investments.
- Monitor economic and tax developments to stay ahead of market changes.
- Enhance and automate financial processes through optimized tools.
- Provide ongoing training for the finance team on best practices.
- Participate in strategic discussions with executive leadership.

### 2021-2022: GROUPE AL NOUR (REAL ESTATE)

#### 🏢 Audit & Cost Control Manager

### 2014-2021: ROTANA (HOTELS AND RESORTS)

#### 🏢 Fixed Asset Manager (Financial department)

### 2009-2014: PALMERAIE (HOTELS & RESORTS)

#### 🏢 Deputy Investment and Asset Management Officer