

BADAL SINGH AZAD

FINANCIAL ANALYST | BUSINESS ANALYST | MARKETING ANALYST



Delhi NCR Region



639-724-3118



bobbyazad11f@gmail.com



[Badal Azad](#)

CORE COMPETENCIES

Accounting & Finance

- Basic Accounting Principles
- Budgeting & Forecasting
- Accounts Payable (AP) & Accounts Receivable (AR)
- Bank & Account Reconciliation
- General Ledger (GL) Management
- Balance Sheet, Profit & Loss (P&L), Cash Flow Statement
- Journal Entries & Financial Reporting
- Working Capital Management
- Ratio Analysis (Liquidity, Profitability, Solvency)
- Tally ERP

Business & Marketing

- Strategic Marketing & Planning
- B2B and B2C Marketing Strategies
- Digital Marketing Tools & Campaigns
- Sales & Distribution Expertise
- Product & Market Knowledge
- Customer Relationship Management (CRM)
- Social Media & SEO Planning
- Copywriting & CMS Management

EDUCATION

Master of Business Administration
Galgotias University
2023 – 2025

Bachelor of Business Administration
Galgotias University
2020 - 2023

PROFESSIONAL PROFILE

Versatile and results-driven professional with expertise across **Financial Analysis, Business Analysis, and Marketing Analysis**. Skilled in **accounting principles, budgeting & forecasting, financial reporting, bank/account reconciliation, general ledger, and preparation of Balance Sheet, P&L, and Cash Flow Statements**. Proficient in **Working Capital Management, Ratio Analysis (Liquidity, Profitability, Solvency), Journal Entries, and Tally ERP**, ensuring accurate financial insights and compliance.

Strong business acumen with experience in **strategic marketing & planning, B2B/B2C strategies, digital marketing tools, sales & distribution, and customer relationship management**, enabling data-driven market and business decisions. Adept at **product and market knowledge, data analysis, and creative problem-solving**, with proven ability to optimize performance and identify growth opportunities.

Recognized for **leadership, collaboration, decision-making, and time management skills**, with a consistent record of delivering actionable insights that support organizational growth, profitability, and long-term value creation.

PROFESSIONAL EXPERIENCE

FINANCIAL ANALYST / MANAGING PARTNER

Azad Trading Company

AUG 2024 – PRESENT

Family-owned business specializing in construction material trading, where I managed end-to-end financial operations—including **Accounting, Financial Reporting, Budgeting & Forecasting, and Reconciliation**—while also driving business development through **Sales, Distribution, Strategic Marketing (B2B/B2C), Digital Marketing, and Customer Relationship Management (CRM)**.

- Handled **Budgeting & Forecasting, Accounts Payable/Receivable, Bank Reconciliation, and preparation of Balance Sheet, P&L, and Cash Flow Statements** to ensure financial accuracy.
- Implemented **Tally ERP and General Ledger controls**, streamlining journal entries and improving monthly reporting efficiency.
- Supported **sales and distribution of construction materials**, while driving **B2B/B2C marketing strategies and customer relationship management** to expand market reach.
- Oversaw **working capital management and ratio analysis**, improving resource allocation and ensuring profitability.

SALES EXECUTIVE INTERN

JIWANPLASTIC INDUSTRIES

JUL 2024 – AUG 2024

- Supported **marketing strategy execution** to enhance sales performance.
- Contributed to **strategic planning, market research, campaign management, and brand building**.
- Assisted in **process management and budget oversight**, ensuring efficiency in marketing initiatives.

SOCIAL MEDIA MARKETING INTERN

UNIVERSITY

JUN 2022 – JUL 2022

- Assisted in planning and executing **social media campaigns** to boost brand visibility.
- Created engaging **content and copywriting**, and monitored **analytics and basic SEO** for campaign performance.
- Collaborated with the marketing team on **brand promotion and lead generation initiatives**.