ALAA AL REFAI

FINANCE PROFESSIONAL · FOUNDER · BUSINESS SYSTEMS BUILDER

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Finance is my professional foundation. Real business needs led me into automation, web development and product building - turning operational problems into practical systems, websites and digital tools.

PROFESSIONAL PROFILE

Finance and accounting professional with long-term experience in airline and travel operations, financial reporting, reconciliations, controls, budgeting, audit coordination, receivables, payables and management reporting. Alongside my finance career, I developed hands-on experience building self-hosted business systems, WordPress applications, workflow automation, reporting tools and digital products. I focus on understanding the business problem first, then designing and building the solution around the real workflow.

CORE STRENGTHS

Finance & Accounting

Reporting, reconciliations, controls, budgeting, AR/AP, audit support

Business Systems

Workflow design, forms, dashboards, databases, operational automation

Web Development

WordPress, PHP, front-end implementation, integrations, hosting

Data & Reporting

Excel, Power Query, management reports, financial analysis, data cleanup

Product Building

Requirements, iterative improvement, practical UX, self-hosted applications

Business Operations

Travel/airline workflows, client processes, supplier and operational follow-up

PROFESSIONAL EXPERIENCE

Senior Accountant / Finance Professional

Maltrans Group - flynas Airline | Amman, Jordan | August 2007 - Present

- Prepare and analyze financial information, recurring account reports, profit and loss statements and management reporting.
- Reconcile banks and balance-sheet accounts and ensure monthly account reconciliations are completed without unresolved entries.
- Prepare and review revenue, expense, payroll and invoice entries, general vouchers, payments and supporting accounting documentation.
- Follow up accounts receivable and accounts payable and explain billing or accounting matters to staff, vendors and clients.
- Support annual independent audits and maintain accounting-system and project-account records.
- Assist with budgets, cost estimates and projected requirements, including reporting on excess cost or lower-than-expected receipts.
- Manage petty cash and local cash/credit payments and support procurement controls and documentation requirements.
- Use Excel and reporting tools to improve recurring analysis, reconciliation and management-information workflows.

SELECTED SYSTEMS & DIGITAL PRODUCTS

PSAHub

Business operations and finance platform

A connected self-hosted platform shaped by real airline GSA workflows, bringing sales, clients, finance, reporting, follow-up and automation into one environment.

TBA - Travel Business App

Travel business operating platform

An end-to-end workflow covering inquiry, quotation, booking, suppliers, operations and accounting foundations, designed around the full travel-file lifecycle.

Melons Books

Self-hosted accounting and business management

An accounting and business platform built from an accountant's point of view, with clients, suppliers, quotations, projects, costing, invoicing, purchases, payments, reports, PDFs and portal workflows.

Melons Web Development / melons.me

Founder project - websites, integrations and digital products

Professional websites and custom workflows where the public website connects with practical back-office processes, forms, proposals, client workflows and business systems.

TECHNOLOGY & WORKING TOOLS

Finance & Data

Microsoft Excel, Power Query, financial reporting, reconciliation, data transformation and management reporting

Web & Systems

WordPress, PHP, HTML/CSS/JavaScript implementation, SQL/relational data, self-hosted applications

Workflow & Product

Business process mapping, forms, dashboards, automation, requirements design, testing and iterative improvement

Infrastructure

WordPress administration, hosting environments, website integrations, SMTP/email workflows and deployment support

EDUCATION

Bachelor's Degree in Accounting

Al-Zaytoonah University | Amman, Jordan | February 2007

LANGUAGES

Arabic - Expert | **English** - Intermediate

PROFESSIONAL APPROACH

I do not start with code. I start with the business problem. My goal is to combine financial understanding, operational context and practical development so that technology improves the work instead of adding another disconnected tool.