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Nationality: Sri Lankan

RASHMI WIJESINGHE



Competent and diligent individual with 9+ years of experience and well-honed experience in Administration, Management, Sales Support, Team Management, Report Presentation, Product Launch, Client Management, Brand Management, Operations Management and Project Co-ordination.

Suave and pragmatic with excellent interpersonal and communication skills; competent to work in highly diverse environments with people from varied backgrounds; popular team worker with leadership traits

Expertise in management and total commitment to achieve organizational objectives, with demonstrated professionalism & ability to lead effective teams

Customer focused with keen business acumen in analyzing and understanding business requirements, customer-value maximization and customer-need identification

Well versed in developing and implementing organizational policies and standard operating procedures to meet quality standards and administrative services

Professional Highlights

- Sales** - Implementing strategies to enhance sales of the Company, managing and coordinating and training the newly recruited sales team.
- Administration** - Leading administration related activities including office administration & ensured optimum & effective utilization of resources
- Operation** - Proactively identifying and rectifying problems to ensure smooth operations and recommending need based modifications to enhance operational efficiency
- Relationship Management** - Developed and maintained healthy business relations with customers, enhanced customer satisfaction matrices by achieving delivery & service quality norms.

Work Experience

Feb'19 till Nov'19 with **Colombo International Institute Of Higher Education**

As **Assistant Marketing Manager**

- Planning and organizing International Events and work shops in Sri Lanka and other countries (Maldives, Pakistan, Dubai etc)
- Tele-Marketing
- Handling International Students- affairs
- Co-ordinate with the Manager and make business plans to develop the business.
- Co-ordinating with event managing Managers as well for their event preparations
- Interacting with International Students and Local students and make-sure they receive the best service.

May'17 to till Nov'18 with **LeBrand Maldives (Engineering products, Food and hardware supplier)**

As **Assistance Marketing Manager**

Highlights

- planning and supervising marketing operations to achieve revenue target.
- Coordinate with Manager in developing marketing plan and budget.
- Analyze sales data and determine sales forecast.
- Recommend creative and cost effective promotional activities.
- E-marketing projects
- Digital Marketing
- Maintain customer relationship programs and track customer satisfaction.
- Generate sales and marketing reports to management when needed
- Stay updated with latest marketing trends and competitor activities.

June'17 to till April'18 with **Fantasy Maldives (Food Supplier Company)**

As **Sales Executive**

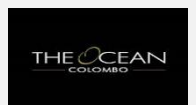


Highlights

- Tele-sales marketing is the marketing method using in this position.
- Provide best quality food products to the resorts'
- Promoting new products and existing products.
- Keep a good relationship with the client by providing the best products and service and keeping the trust on the business
- Deliver all the goods on time without letting them facing any problems.
- Resort visits for the business purposes - meeting clients in real-time to build a better business relationship.

Oct'16 to till Marh'17 with **The Ocean Colombo**

As **Guest Relation Executive**



Highlights

- Provide upscale guest service experiences for clients throughout their stay
- Ensure clients are properly greeted upon their arrival
- Monitor daily bookings and ensure assigned rooms are prepared prior to check-in

- Coordinate luggage collection and storage
- Oversee check-in and check-out procedures, including reservations and financial transactions
- Promptly address guests' requests, like in-room dining
- Actively listen to and resolve complaints
- Ensure special guests, like disabled people, elderly, children and VIPs, receive personalized services
- Coordinate and manage communication between guests and staff and follow up to ensure we resolve customer concerns
- Inform clients of our hotel services, including breakfast and dining options
- Promote all hotel amenities, conveniences and programs offered
- Manage guest relations team (including Receptionists and Concierges) to ensure we comply with all standards and operating procedures



Nov'14 to Till July' 16 with **AL-SHAYA- VICTORIA'S SECRET**

As **Trainee Assistant Sales Manager**

Highlights

- Proactively identifying and rectifying problems to ensure smooth operations and recommending need based modifications to enhance operational efficiency
- Mapping business dynamics with continuous monitoring different locations and a team of new Advisors also competitor moves, product evaluation and changing needs for realigning strategies to neutralize competition and stay afloat
- Leading administration related activities including office administration & ensured optimum & effective utilization of resources
- Updating the daily, weekly and monthly sales reports.
- Ensuring effective rendering of services to enable smooth flow of day to day operations. Identifying scope for process enhancements for improved services & facilities
- Driving the efforts across providing high level administrative support for the agency handling addressing goods.
- Responsible for facilitating support to the agency while maintaining the accounts
- Overseeing smooth & scheduled implementation of established standards so as to minimize gaps in actual vs. required standards
- Proficient in understanding customer queries and handling them affectionately and sorting out their grievances and queries

Key Achievements

- Upsold a cosmetics line
- Attained 100% customer satisfaction level in six weeks within initial hiring, enhancing departmental sales.
- Exceeded quarter sales targets in every quarter of the year plus achieved yearly target



Sept'13 to July'14 with **ESOFT METRO CAMPUS**

As **IT & English Lecture**

Highlights

- Provided quality teaching to students using all the tools, skills and knowledge and manage coverage of Mechanical Engineering subjects as per curriculum to students.
- Prepared and developing content after conducting proper research on the related topics while ensuring adherence to precision, accuracy and comprehensiveness of coverage.

- Accountable for the exploration and implementation of new teaching techniques and carried out supervisory responsibilities in accordance with the institute policies, procedures and applicable laws.
- Created comprehensive assessment methods and techniques–adopted effective tools that are compliant with the education board.
- Discussed and implemented syllabus, commensurate with the standard and the Council. Prepared Exam Schedule and analyzing Syllabus Contents of the subject.
- Coordinated with faculty to develop and maintain high curriculum standards, develop mission statements, and set performance goals and objectives of the Institute.



Feb'13 to July'13 with **BALLY'S COLOMBO**

As **IT Executive**

Highlights

- Responsible for maintenance and up keep of the Systems in Network consisting of Windows, Operating Systems, installation and configuration of Systems and Networks, updating them as necessary and keep them running. Backing up and restoration of Data.
- Responsible for the Implementation, Documentation and support of all projects for ensuring successful End-to-End delivery of Project to Customers within Estimated budget and timescales.
- Obligated for initiating, planning, executing, monitoring and controlling projects as per stipulated schedules and within budgeted allocations
- Adroitly handled and managed the team, distributing resources to ensure timely delivery of the project and resolve team Coordinating with engineering, application, and database administration functions to ensure availability, reliability, and scalability of our collocation systems to meet business demands

Sept'10 to Jan'13with **DHANALANKA BEAUTY SALOON**

As **Make-up artist cum receptionist**

Highlights

- Responsible for Makeup Consultations and provided make-up application to the clients according to their need.
- Acted as a personal care consultant and proactively involved in correcting the face shapes with makeup and hiding imperfections using appropriate makeup.
- Entrusted with the onus of arranging appointments with clients and fixing dates according to the comfort of the clients. Successfully upgraded and maintained customer records such as the beauty services provided.
- Dexterously involved in managing cash registers to receive payments from patrons.
- Established healthy business relations with clients & external associates for securing repeat business & long term customer loyalty and worked towards solving their queries and complaints efficiently.

Education & Credentials

- Reading for MBA in Marketing – University of Bedfordshire (UK)
- 2013 BSc in Information Technology from Middlesex University (UK)
- HND in Computing and Software Development from ICBT City campus (SL)
- Diploma in Desktop Publishing from JMC School of computers (SL)
- Diploma in Hair-Dressing – British Cosmetics Beauty Accademy (SL)
- Diploma in Professional Bridal Make-up – Make-up School (SL)

Personal Details

DOB: 26st March, 1991