# Hasanka Nishan Weerasinghe

Date of Birth 19/04/1985

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Nationality: Sri Lankan



**Objective** To seek a challenging position within a reputed organization in the field of Marketing or Social Media and invest all my knowledge, qualification, experience to the optimum level, to facilitate continued company and career growth.

Experience Sales Administration Executive / Reporting directly to the General Manager Marketing Department - Amana Takaful ( Jul 2014 to Jan 2015 )



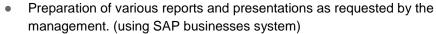
"Amãna Takaful was incorporated as a Public Company for the purpose of Composite Insurance in Sri Lanka in 1999, with technical collaboration from Takaful Malaysia. Listed in the Colombo Stock Exchange since 2006, was incorporated as a free standing PLC listed on the MSE in 2011. Amãna Takaful has received ISO 9001 accreditation"

- Collect, combine & summarize data to develop standard reports, schedules & summaries.
- Created a special report call 'Highlights' and present it in front of CEO/GM
- Implement & maintain an accurate filing / data retrieval systems in order to ensure accessible and up to date information at all times.
- Identify discrepancies in data and follow up with concerned parties to correct errors.
- Set new company/Branches targets for the year 2015 and implemented a new file format. (Microsoft Excel)
- Maintains CEO / GM's confidence and protects operations by keeping information confidential.
- Maintains CEO / GM's appointment schedule by planning and scheduling meetings, conferences, teleconferences, and travel.
- Routing executive's correspondence; drafting letters and documents; collecting and analyzing information; initiating telecommunications.
- Handle, in coordination with Heads of Departments the reservation of venues and arrangements in training, meeting rooms.
- Coordinate and schedule departmental meetings, prepare meeting agenda, follow up on attendance and record minutes of meeting
- Review, verify & approve invoices received from branches and send them accordingly for processing.
- Ensure lodging / subsistence claims of senior management are paid on time.
- Handle all correspondence of General Manager, and maintain his appointments.
- Assist branding team of all branding and promotional activities.

### Senior Sales Administration Assistant -

Marketing Department - Janashakthi Insurance PLC ( Dec 2008 to Jun 2014 )

"Janashakthi Insurance PLC is one of three largest insurance providers in Sri Lanka with over 3500 employees"



- Attend the Monthly/Quarterly Company Review and present various reports/analysis which consists of Company/Personal achievements to MD/GM/GMC.
- Work as a liaison officer between the management and the staff as well as liaising with other staff.
- Reply all email and correspondence on behalf of Senior Assistant Manager on his absence or when busy.
- Represent Senior Assistant Manager at meetings on his absence.
- Prepare annual increments for all sales staff with direct supervision from the General Manager / Senior Manager while maintaining confidentiality at all times.
- Ensure lodging / subsistence claims of senior management are paid on time.
- Follow up on emails with minimum supervision.
- Attending to any sales staff inquiry, complain or requests.
- Answer incoming telephone calls, determines purpose of calls, and forward calls to appropriate personnel or department, and take relay messages whenever necessary.
- Develop and maintain a current and accurate filing system.
- Train, assign tasks and design roster for all new staff.
- Dealing with customer complaints and branch queries, giving solutions spontaneously.
- Drafting letters and documents; collecting and analyzing information; initiating telecommunications.
- Keep up to date with market trends and new developments utilizing information for business improvement.
- Preparation of brand plan-marketing, quarterly promotional strategy-input finalization and input implementation plan.
- Brand sales analysis and follow up for strategy implementation.
- Formulating and implementing trade/marketing strategies.
- Responsible for brand building, liaising with agencies, production of in-house promotional materials and publications, preparing press releases, organizing promotional activities.
- Managing advertising and promotion funds.
- Providing market analysis information pertaining to competitors, trends and activities.
- Accountability for Brand's performance and working closely with sales team.

Distinction pass for effective English course – Conducted by Lassallian Institute (Nominated by the Janashakthi Insurance PLC)
Was short listed for the 'Employee of the Department' award.





## **Professional Qualification**

https://www.sliit.lk/

Studied at Sri Lanka Institute of Information Technology .

https://www.slim.lk/

Has successfully completed PCM in Sri Lanka Institute of Marketing. (SLIM)

http://www.ananda.sch.lk/

Primary education was at Ananda College Colombo 10.

### GCE - Advance Level 2004

English Language - B

## GCE - Ordinary Level 2001

English - A Buddhism - A Social Studies - A Mathematics - C Science - C Sinhala - C **Business Studies** - C - C Art

Referees

Mr. Adel Hashim. General Manager Sales & Marketing Amana Takaful Ltd. T - 0117561130 M - 0773013070 Mr. Shahul Hameed Manager Branch Sales & Operations Amana Takaful Ltd T - 0117561131 M - 0777566803