

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 - Amāna Takaful (Jul 2014 to Jan 2015)

"Amāna 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. Amāna 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”

- Preparation of various reports and presentations as requested by the management. (using SAP businesses system)
- 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

Art - C

Referees

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