



# YASOJA EKANAYAKE

📍 Lisboa, Portugal

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## PERSONAL INFO

Birthday 05 February 1992  
Nationality Sri Lankan  
Gender Male

## LANGUAGES

English (Native)  
Português A1 A2  
French (Reading)

## KEY ACHIEVEMENTS

- The Best Privileged Relationship Manager in Sri Lanka 2021 (Lanka Achievers Foundation LAF/2021/106).
- Tomomowland Ambassador for Sri Lanka 2019/2020.
- Placed 1st in Charity Golf Day at Shangri-La Hotel Hambantota September 2019.
- STP Award from HSBC New York (MRMDUS33) in 2015.
- Placed 2nd in under 10, 100m event in 2003 at the Inter House School Sports Meet.
- Under 15 Inter School Basketball Champions in 2007.

## COMPUTER LITERACY AND PLATFORMS

- Autobahn -Deutsche Bank
- CITI Velocity – CITI Bank
- STRAIGHT2BANK Exchange - Standard Chartered Bank
- FX Live Trader – Commerz Bank
- Thomson Reuters
- FX All
- Bloomberg
- SWIFT
- T24 Teminos

## PROFILE

A target-driven marketing, finance & hospitality professional with 12+ years of progressive experience in industry sectors such as Corporate, Marketing, Hospitality, Banking & Finance.

Awarded 'The Best Privileged Relationship Manager in Sri Lanka' in the year 2021 for having acquired LKR 3,000,000,000 (USD 15 million) worth of SME customer portfolio (liabilities) in 8 months. Personally hired 20 - 30 remarkable team members, which helped exceed company annual revenue over LKR 200,000,000 (GBP 400,000). Look forward to offer such expertise & positively influence Hospitality, Marketing & Finance functions in a challenging position that utilizes the full potential while offering opportunities for professional & personal growth.

## ACADEMIC | PROFESSIONAL QUALIFICATIONS

- **MASTER OF BUSINESS ADMINISTRATION**  
BSC (Anglia Ruskin University, UK November) October 2017
- **POST GRADUATED DIPLOMA IN PROFESSIONAL MARKETING**  
Chartered Institute of Marketing Level 7, UK December 2023.
- **POST GRADUATE DIPLOMA IN MANAGEMENT**  
BSC. Colombo, Sri Lanka in March 2016
- **GRADUATE DIPLOMA IN MANAGEMENT (EDEXCEL)**  
(Certified by Northumbria University UK and Pearson)
- **DIPLOMA IN BUSINESS MANAGEMENT AND INFORMATION TECHNOLOGY**  
SIBT, Colombo, Sri Lanka in May 2012
- **CERTIFICATE IN MARKETING**  
SLIM, Colombo, Sri Lanka in June 2012
- **DIPLOMA IN ENGLISH**  
Aquinas University College, Colombo, Sri Lanka in August 2012
- **Português as a Foreign Language - A1 A2**  
Instituto de Cultura e Língua Portuguesa at University of Lisbon 2024
- **GCE (AL) & (O/L) EXAMINATIONS**  
Nalanda College Colombo Sri Lanka.

## PROFESSIONAL EXPERIENCE

**ART AND SOUL GROUP – LISBON, PORTUGAL**  
**Manager Guest Relations ( 2023 April – Present )**

- Ensuring and providing flawless, upscale, professional and high class guests service experience.
- Analyzing customer feedback and providing strategic direction to continuously improve overall rating.
- Responding to guests needs and anticipating their unstated ones.
- Provide upscale guest service experiences to 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.
- Oversee check - in and check - out procedures, including reservations.
- Promptly address guests' requests, like in-room dining.
- Ensure special guests, like disabled people, elderly people, children and VIPs, receive personalized services.

## PROFESSIONAL SKILLS

- Market Analysis
- Supply Chain Finance
- Corporate Credit
- Project Finance Credit
- Promotional Strategies
- Business Development
- Customer Relationship Management
- Customer Focus
- Requirement Analysis
- Problem Solving
- Treasury Operations
- Financial Analysis

## PERSONAL SKILLS

- Public Relation &
- Active Listening Networking
- Team Work
- Leadership
- Awareness
- Analytical Skills
- Problem Solving
- Interpersonal
- Negotiation
- Communication
- Presentation
- Time Management
- Decision Making

## EXTRA CURRICULAR ACTIVITIES

- International Driving Permit Class 1/ C+E (ITCA & The AA)
- Participated in the CSR programs organized by National Development Bank PLC from 2012 to 2020.
- Participated in "Run for their Lives" organized by Rotary Club since 2015.
- Junior Prefect at Nalanda College, Colombo.
- Interschool Basketball Championships -2005 to 2009

- Coordinate and manage communication between guests and staff and follow up to ensure that all the customer concerns are resolved.
- Inform clients regarding our hotel services, including breakfast and dining options.
- Promote all hotel amenities, convenience and programs offered.
- Manage guest relations team to ensure we comply with all standards and operating procedures.
- Appraise team's performance and produce regular reports.
- Liaise with housekeepers and wait staff to provide an overall comfortable guest experience.
- Examine daily duties, assign tasks and check on progress.
- Analyze customer feedback from hotel guestbook and online reviews and suggest ways to improve ratings.
- Recommend local tourist spots, including places to dine, shop and sight-see.
- Establish friendly relationship with regular hotel clients.
- Actively listen to and resolve complaints.

### PRIMELEED (PVT) LTD UNITED KINGDOM - SRI LANKA

**Head of Finance and Marketing** (January 2019 - Present)

**(Full JD is available upon request).**

- Plan and execute marketing strategies for the new / existing products and services of the organization.
- Negotiate with media agencies and secure agreements on the production of promotional activities .
- Conducting market analysis, competitor analysis and consumer trend analysis in order to adjust the marketing plan accordingly.
- Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary.
- Establish and foster partnerships and relationships with key stakeholders both externally and internally.
- Coordinating audit processes and preparing financial reports and analyzing financial data.
- Streamlining accounting functions and operations and managing financial transactions.
- Working closely with management and executives teams to share reports and analysis findings.

### CENTURY 21 PORTUGAL - LISBON

**Real Estate Consultant** (January 2023 - January 2024)

- Contacting potential clients to offer them property consultancy services.
- Preparing and presenting business proposals to convince clients to sign a consulting deal.
- Assessing clients' property needs.
- Conducting market research to identify areas with increasing profitability and encouraging clients to invest.
- Analyzing trends in housing data and identifying possible properties for clients.
- Writing reports for clients with factual conclusions.
- Showing commercial and residential properties to prospective buyers and advising the client on the value and suitability of the properties.
- Developing and implementing strategies to increase the value of the client's properties.

### BANK OF CHINA COLOMBO BRANCH, SRI LANKA.

**Risk Management Department** (February 2021 - Jan 2022)

- Ensure compliance with Risk Management & Credit Administration industry bestpractices, guidelines and policies of Sri Lanka and the Bank.
- Prepare, check, monitor and maintain safe-custody of all credit, collateral and other related security documentation.
- Liaise with Legal officers in preparation of documentation.
- Conduct site inspections and assessment of values of collateral.
- Emplace and maintain the credit limit parameters and other conditions in the systems.
- Process loan draw-downs /rollovers / repayment in a timely manner and accurately.
- Prepare regulatory returns /reports for internal and external reporting.
- Providing effective assistance to department Credit, Market and Operational Risk mangers in coordinating the day today departmental administrative matters andprojects assigned.
- Preparation of CBSL reporting as per the CBSL guidelines as guided by Credit Risk Manager.
- Complete tasks assigned by Head of Department.
- Coordinate with Anchor SCF client for acquisition of Suppliers and Distributors (S&D).
- Conduct Joint calls with relevant Business Line RMs to individual S&D.

## REFERENCES

Commander DTP Goonatilleka  
Chairman, Royal Comrades Security (Pvt)  
Ltd.  
Tel : +94773030555  
[royalcomrades@gmail.com](mailto:royalcomrades@gmail.com)

Mr. Don Sandruwan  
Director – Primeleed (Pvt) Ltd.  
United Kingdom & Sri Lanka.  
Tel : +94779830300  
[Don@primeleed.com](mailto:Don@primeleed.com)

Mr. Murray Fernandez  
Director – Final Markets Sales, Standard  
Chartered Bank.  
Tel : +94773133617  
[Murray.fernandez@sc.com](mailto:Murray.fernandez@sc.com)

### NATIONAL DEVELOPMENT BANK PLC Wholesale Banking & Supply Chain Finance - Relationship Officer / Team Leader- (LKR 3Billionworth of SME Customer portfolio) ( July 2019 to February 2021)

- Coordinate with Anchor SCF client for acquisition of Suppliers and Distributors (S&D).
- Conduct Joint calls with relevant Business Line RMs to individual S&D.
- Conduct group presentations/ awareness to target S&Ds with the Anchor
- Cross sell new Anchor clients to relevant business line.
- Monitor and encourage utilization of facilities.
- Ensure input into credit proposals for individual S&D and coordinate with Credit processing unit.
- Tracks S&D customer complaints/quarries and turnarounds limes for customer satisfaction.
- Updating Transfer price, central bank AWPLR and AWFDR of all banking products.
- Assisting in any requests for information related to internal and external audit.
- Updating and maintaining master list of authorized signers for money brokers and financial institutions.

### NATIONAL DEVELOPMENT BANK PLC Treasury Operations Functions- Senior Banking Associate July ( 2017 to July 2019 )

- Money Market functions, Foreign Exchange Confirmation, Fixed Loan/Deposit Confirmation (dual currency deposits optioned based). Financial and Customer Repurchase Agreements and Reverse Repurchase Agreements, DVP and RVP (MT300, 320, 541, 542, 543, etc.).
- Coordinate with treasury front office and meeting the requirements of their day-to-day duets (SRR), and with treasury middle office with mark to market rates and with finance to get reports of treasury deals, central bank reports etc.
- Accurate and prompt inputting of insert and foreign exchange rates into the system (Bloomberg).
- Reconciliation of treasury products monthly. quarterly & yearly & monthly brokerage. Blotters checking (Deals) which have been performed by treasury front office.
- Wire Transfers (SWIFT) for excess Nostro balances overnight and monitoring and reacting on SWIFT inquires related treasury functions.
- Repositioning of securities for Repo and Reverse Repo.
- Balance confirmation to compliance and court orders.
- Updating Transfer price, central bank AWPLR and AWFDR of all banking products Assisting in any requests for information related to internal and external audit.
- Updating and maintaining master list of authorized signers for money brokers and financial institutions.

### NATIONAL DEVELOPMENT BANK PLC Credit Administration Functions - Banking Associate ( 2015-2017 )

- Corporate banking Credit rate and Credit appraisal reviews.
- Documents checking. Processing and Credit limit setting up of Project Financing Term Lon's.
- Documents checking securities, mortgages.
- Documents checking. Processing Credit limits setting ups Working Capital, Term Loans, Import and Export facilities such as Packing credit loans, Bank Guarantees, Acceptance, Letter of Credits.
- Permeant and temporary overdraft Auto Finance Lease/Loans Hire Purchase, Cash BackedFacilities, Micro Finance.
- Preparation and submission of overdue pending mortgages, pending stock & book debts statements, expired insurance policies of corporate banking for presentation at Credit & Market Risk Policy Committee Meeting on a quarterly basis.
- Submission of Top 20 Exposure, Large Exposure and Related Party Exposure reports for regulatory reporting purposes and Hurdle Exposure report for Board reporting based on Group Exposure Report.
- System Testing in Tremens (T24).

### NATIONAL DEVELOPMENT BANK PLC International Trade Finance Functions - Banking Associate 2012 - 2015 (Full JD is available upon request).

I do hereby certify that the above mentioned particulars are true and accurate to the best my knowledge.

Yasoja Ekanayake  
Signature

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Date