



# YASOJA EKANAYAKE

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Regarding: Finance Analyst, Marketing, Hotel and Hospitality or Any Suitable Position

Dear Sir / Madam,

I am writing to express my keen interest to join your reputed company for the subjected position. I believe that my recent accomplishments, experience and passion align well to apply for this position.

At present, I am employed at Art and Soul Group based in Lisbon as the Manager Guest Relations. Meantime I am working remotely at Primeleed Pvt Ltd, located in Sri Lanka and headquartered in the United Kingdom, as the Head of Finance & Marketing. As a globally recognized and UK's market leading company, it has given me an extensive As a globally recognized and UK's market leading company, it has given me an extensive experience in strategic planning, negotiating, financial forecasting, budgeting etc. A key component of my role is to attract the right talent and help develop the team to a high performing one, essentially mentoring and training the team towards improving company targets. I have hired 20 - 30 team members which lead the local team to exceed LKR 200,000,000 (GBP 400,000) in annual revenue. I am keen to help your company achieve the same success.

Previously I served as a banker. I possess 12 years of experience in the banking sector. I was fortunate to be offered a position in the Bank of China, which is the fourth largest bank in the world. I have augmented my experience with specialized areas such as international trade finance, treasury, wholesale / corporate banking, supply chain finance, project finance / credit administration and system testing on banking applications. During my tenure at National Development Bank, I've trained and mentored 100+ bankers which boosted company revenue multi-fold. In recognition of my prominent track records, I was awarded 'The Best Privileged Relationship Manager in Sri Lanka' in the year 2021 for having acquired LKR 3,000,000,000 (equivalent to USD 15 million) worth of SME customer portfolio (liabilities) in 8 months.

I hold a Master's degree in Business Administration from Anglia Ruskin University, UK and a number of professional qualifications in Management and Marketing from globally recognized universities. Also I'm a qualified Chartered Marketer holding CIPM Level 7 qualification, which was awarded by the chartered institute of Marketing, UK.

With the customer relationship management skills I have gained from my career thus far, I am able to communicate and have strong interpersonal connections effectively with the all clients. I believe that my qualifications and experience will help me to leverage my productivity and effectiveness for this role. I'm confident in my ability to achieve similar ground-breaking productivity for your organization as I believe myself as an all-rounder.

I currently live in Lisbon, Portugal. All my essential documents and certifications are attested by the Ministry of Foreign Affairs in Sri Lanka. Therefore, I have full clearance to secure my employment in the Lisboa, Portugal.

The enclosed CV and Resume provide you the details of my professional profile.

I look forward to a positive response.

Thank you in advance for your consideration.

Yasoja Ekanayake.