



# YASOJA EKANAYAKE

Lisboa, Portugal

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## EDUCATION

- **MASTER OF BUSINESS ADMINISTRATION**  
BSC (Anglia Ruskin University, UK November) 2017.
- **POST GRADUATED DIPLOMA IN PROFESSIONAL MARKETING.**  
Chartered Institute of Marketing Level 7, UK December 2023.
- **POST GRADUATE DIPLOMA IN MANAGEMENT**  
8SC. Colombo, Sri Lanka in November 2017.
- **GRADUATE DIPLOMA IN MANAGEMENT (EDEXCEL)**  
(Certified by Northumbria University UK and Pearson)
- **CERTIFICATE IN MARKETING**  
SLIM, Colombo, Sri Lanka in June 2012.

## KEY ACHIEVEMENTS & AWARDS

- 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.

## COMPETENCIES AND SKILLS

- 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

## REFEREES

Commander DTP Goonatileka  
Chairman - Royal Comrades Security Pvt Ltd.  
Tel: +94 77 303 0555  
Royalcomrades@gmail.com

Mr, Don Sandaruwan  
Director - PRIMELEED PVT LTD, UNITED KINGDOM & SRI LANKA Tel: +94 77 9380300  
Don@primeleed.com

## SUMMARY

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.

## EXPERTISE IN

- Customer Relationship Management
- Business Development
- Interpersonal Communication
- Conflict Management
- Emotional Intelligence
- Market Analysis
- Supply Chain Finance
- Treasury Operations
- Financial Analysis
- International Trade Finance

## PROFESSIONAL EXPERIENCE

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

- Ensuring and providing flawless, upscale and professional guests experience.
- Analyzing customer feedbacks and providing strategic direction to improve overall rating.
- Responding to guests needs and anticipating their unstated ones.
- Ensure guests with special needs, elders and VIPs receive personalized services.
- Ensure that all the customer complains / concerns are resolved.
- Manage guest relations team to ensure that we comply with all standards and procedures.
- Appraise team's performance and produce regular reports.
- Examine daily duties, assign tasks and check on progress.

### PRIMELEED (PVT) LTD UNITED KINGDOM - SRI LANKA Head of Finance and Marketing (January 2019 – Present)

- Plan and execute marketing strategies of the organization.
- Negotiate with media agencies and secure agreements of promotional activities.
- Conducting market analysis in order to adjust the marketing plan accordingly.
- Establish and foster partnerships and relationships with key stakeholders.
- Working closely with management and executives to share reports and analysis findings.
- Streamlining accounting functions, operations and managing financial transactions.

### BANK OF CHINA COLOMBO BRANCH - SRI LANKA Risk Management Department (February 2021 - Jan 2022)

- Worked at Risk Management Department, mainly in credit risk. Coordinated various projects with managers who were handling integrated risk, market risk and operational risk (BCP).

### NATIONAL DEVELOPMENT BANK PLC. Team Leader (December 2012 - February 2021)

- Worked at international Trade Finance, Treasury Operations, Credit, Administration Department / Project Finance and Wholesale Banking.