**POORNIMA**

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**Personal Summary:**

A graduate with Bachelors Degree in Business Management (specialized in Marketing) obtained from Bangalore University (India). Also equipped with ‘Professional certificate in Marketing’ awarded by The Chartered Institute of Marketing – UK. Have 3 years corporate managerial experience as an Assistant Manager working in Abans Ltd (sole agent in Sri Lanka for LG, Hoover, JVC electronics & IT products of IBM & its co-brands) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Career Statement:**

Resourceful leader adept at implementing high-profile, image-based marketing programs within consumer electronics/lifestyle industry. Create integrated strategies to develop new/existing customer sales, brand/product evolution and media endorsement. Strong and persuasive interpersonal skills. Also equipped with high administration & presentation skills along with experience in training & development due to the exposure in to Education Industry. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Personal Profile:**

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|  |  | | | |
| Sex: | Female |  |  |  |
| Age: | 29 Years |  |  |  |
| Date of Birth: | 09th November 1979 | |  |  |
| Marital Status: | Married |  |  |  |
| Religion: | Buddhist |  |  |  |
| Nationality: | Sri Lankan |  |  |  |
|  |  |  |  |  |
| Visa Status: | **Resident** (husband sponsored) | | | |
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**Education:**

* **Bachelor of Business Management Degree (BBM)** – Specialized in Marketing- from Bangalore University, **INDIA,** 1999-2003.

**Thesis:** “Personal Banking Strategy of the Commercial Bank of Ceylon Limited Sri Lanka”.

* **Professional Certificate in Marketing** – The Chartered Institute of Marketing (U.K).
* **Certificate in Microsoft Office 2000** (Honors) – American College of Higher Education Sri Lanka.

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**Experience:**

***Employment Record***

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|  | **A.** |  | **Recent Employment** | | | |  |  |  |  |  |  |  |  |  |
|  |  |  | From | | |  |  | To | |  |  |  | Title of the Post |  |  |
|  |  |  | Month | |  | Year |  | Month |  | Year |  |  | **Teacher of Business Studies** |  |  |
|  |  |  | January | |  | 2009 |  | July |  | 2009 |  |  |  |  |
|  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Name of Employer: | | | | |  | Colombo International School | | | | - Leading International School in Sri Lanka | | |  |  |
|  | Address of Employer: | | | | |  | Colombo International School - No 28, Gregory’s Road, Colombo 07, Sri Lanka. | | | | | | |  |  |
|  | Description of duties: | | | | |  |  |  |  |  |  |  |  |  |  |
|  |  |  **Teaching Business Studies Edexcel Syllabus for AS & A2 (Grade 12/13).** | | | | | | | | | | | |  |  |
|  |  |  |  |  |  |  | |  | |  |  |  |  |  |  |
|  | **B.** |  |  | **Previous Employment** | | | | | |  |  |  |  |  |  |
|  |  |  | From | | |  |  | To | |  |  |  | Title of the Post |  |  |
|  |  |  | Month | | | Year |  | Month | | Year |  |  | **Teacher of Business Studies** |  |  |
|  |  |  | October | | | 2007 |  | December | | 2008 |  |  |  |  |
|  |  |  | | |  |  |  |  | |  |  |  |  |  |  |
|  | Name of Employer: | | | | |  |  | S.Thomas’ College | |  |  |  |  |  |  |
|  |  |  | | |  | |  |  | | | | | |  |  |
|  | Address of Employer: | | | | | |  | **S. Thomas' College, Mount Lavinia, Sri Lanka.** | | | | | |  |  |
|  | Description of duties | | | | |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  **Teaching – Business Studies (English medium) for local GCE Advanced level (Grade 12/13)** | | | | | | | | | | |  |  |
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|  | **C.** | **Previous Employment** | | | | |  |  |  |  |  |  |  |  |  |
|  |  |  | From | | |  |  | To | |  |  |  |  |  |  |
|  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |
|  |  |  | Month | |  | Year |  | Month |  | Year |  |  | **ASSISTANT MANAGER** |  |  |
|  | DECEMBER | | | |  | 2003 |  | OCTOBER |  | 2007 |  |  | **- PROJECTS** |  |  |
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Name of Employer: ABANS LTD. - Sole agent in Sri Lanka for LG, Hoover, JVC electronics & IT products of IBM.

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| --- | --- |
| Address of Employer: | NO 498, GALLE ROAD, COLOMBO 03- SRI LANKA |
|  |  |
| Description of duties: |  |

 Handled all new Projects, which Abans involve in, reporting directly to Marketing Director.

 Handled 41 Abans authorized Dialog bill payment centers Island wide.

(Work area covers HR/Marketing/Administration/ Accounting etc.)

 Selection, recruitment, training & direct administration of 45 billing assistants working in above mentioned centers.

 Organizing sales promotions, liaising with Banks & other relevant parties.

 Conducting Marketing Research & prepared Business plans.

 Planning & organizing marketing activities.

 Involved in Brand Management activities & Promotion campaigns.

 Substitute association:

a) Involvement in Elite showroom construction – coordination with the suppliers & costing activities

b) Registration of Suppliers

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