**CURRICULUM VITAE**

**Personal Profile**

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**Name in Full** Muralenath

**C/o-Contact No** +971505891826

**Date of Birth** 1stof October 1986

**Nationality** Sri Lankan

**Civil Status** Married

**Sex** Male

**E-Mail** [muralenath.345305@2freemail.com](mailto:muralenath.345305@2freemail.com)

**Professional Summary**

Customer Service professional with more than Nine years combined experience in Sales and Marketing. Skilled in Marketing, Business Development, Sales Management, Persuasiveness, Adaptability, Effective Communication& Innovation.

I help businesses gain greater value and maximise their return on investment in providing them business solutions to effectively manage their data and mobility of staff. From the experience gained working in 3 different industries (Telecommunication, Air freight, &Office Automation) and being exposed to all 3 markets has given me the edge to sell almost anything. I am up to date on the global economy businesses, especially on different industrial giants in the   
world market.   
Apart from all mentioned above, I regard myself as a quick learner and a detailed observer. I could   
grasp and adapt to techniques used by different business systems with ease.   
I am driven by personal & corporate set targets of my own and will achieve them with the passion & desire to serve the organization I work for.

**Experience**

**Period** January2012– October 2016

**Place Softlogic Retail Pvt Ltd**

**Designation** Senior Marketing Executive

**Company Description** A partner for the world’s leading brands, Softlogic’s extensive retail and distribution network have made it a natural choice for customers in Sri Lanka. Being the sole authorized distributor for Panasonic consumer electronics and home appliance products in the island, the company has an enviable range of various other international brands in its portfolio. Softlogic is also a distributor for world famous brand names such as Samsung, Candy, Russell Hobbs, Kelvinator, Midea, Apple over its own brands; SoftlogicMaxmo and Softlogic LED TV.

**Job Description** Meet the set targets by identifying potential market and approach right people. Brand sustainability in the industry: Handled brands – Panasonic, Xerox and NEC

**Responsibilities include:**

* Market research and identify potential markets
* Identify selling techniques to stay above the competition
* Generate Sales Leads through cold calling and networking
* Frequent review and forecast on sales figures
* Set up meeting with potential clients to identify the long term requirements
* Participate and represent the company in exhibitions and conferences
* Meet my individual targets and over all company targets

**Period** April 2010– November 2011

**Place DHL Keells PVT LTD**

**Designation** Retails Sales Executive–Sales & Marketing

**Company Description** Express deliveries worldwide; freight forwarding with planes, trucks, ships and trains; warehousing services that go beyond just storage, but include everything from packaging to repairs; international mail deliveries; customized and specialized shipping.

**Job Description** Responsible in achieving the Set targets, Brand sustainability and Increase Sales Volume & Profitability

**Responsibilities include:**

* Managing outlet operation
* After sales follow ups on logistic operation
* Increase the sales by 5% every month
* Consistent in maintaining the sales figures above the given target
* Generating sales leads for potential customers
* Preparing daily, weekly & monthly revenue reports
* Building good relationship with regular customers as well as new corporate clients

**Period** July 2006 – March 2009

**Place Dialog Telekom PLC**

**Designation** Customer Service Officer – Enterprise Contact Management

**Company Description** Dialog Axiata PLC, an ISO 9001 certified company, is a subsidiary of Axiata Group Berhad. The company operates 2.5G and 3/3.5G Mobile as well as 4G Communications networks supporting the very latest in multimedia and mobile Internet services. In April 2013, Dialog consolidated its leadership position in mobile telephony in Sri Lanka by securing the distinction of becoming the first service provider in South Asia to launch mobile 4G FD-LTE services.

**Job Description** Responsible in achieving the Set targets, Delivering High quality service, Customer retention and Training & Development

**Responsibilities include:**

* HandleCustomerinquiries and provide solutions
* Deliver excellent quality of service
* Adhering to Organization’s workforce management.
* Training new recruits and provide necessary guidance to meet over all service level
* Preparing daily, weekly & monthly reports on achievements.

**Professional Qualification Summary**

**Higher National Diploma in Business Management – ICBT Campus Colombo (Pending for completion)**

**Extra-Curricular Activities**

Member of college Prefects Guild for the years 2002 – 2005

**Language Fluency**

English

Tamil

Sinhala

Hindi

I assure that the above particulars are correct and true up to my knowledge