



# LAHIRU EKANAYAKE

## Contact

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## Education

Following

**Bachelor of Business Administration (BBA) - (External)**

University of Rajarata, Sri Lanka

2022

**Diploma in Business Management & Principle of Economics**

SITC Campus, Sri Lanka

2020

**National Diploma in Sales Management (NDSM)**

Sri Lanka Institute of Marketing-SLIM

2013

**Chartered Accountancy Foundation Examination (Cab 01)**

Institute of Chartered Accountants

2012

**G C E Advanced Level Examination**

2008

**G C E Ordinary Level Examination**

## Skills

- Relationship management
- Risk management & KYC review
- Communication
- Credit analysis
- Market research & New leads gen
- Teamwork
- Time management

## Language

English  
Sinhala

## About Me

Experienced professional with 8+ years at Nations Trust Bank PLC experience. Specializing in relationship management, client satisfaction, and strategic business development. Proven track record in sales, marketing, social media, eCommerce, and digital marketing. Eager to contribute expertise to drive success and foster growth in a dynamic organization. Seeking suitable position for mutual success.

## Experience

**Digital Marketing Executive** Jul 2023-Jan 2024  
**Menna Online Help & Menna Adv, Sri Lanka**

- Versatile freelancer in graphic design, content creation, and digital marketing.
- Proficient in social media management, SEO, and graphic design. Experienced in crafting documents, executing campaigns, and ecommerce management with MS Excel.

**Relationship Officer** Nov 2018-Jun 2023  
**Nations Trust Bank PLC, Sri Lanka**

- Built and maintained global client relationships, delivering tailored financial advice and managing transactions.
- Exceeded sales targets by promoting banking products and ensuring compliance.
- Managed high-net-worth client portfolio, achieving a 150% increase in branch portfolio.
- Enhanced client experience through digital channels and collaborated on digital service campaigns.
- Stayed updated on market trends, facilitating mobile banking solutions

**Business Development Assistant** Oct 2015-Oct 2018  
**Nations Trust Bank PLC, Sri Lanka**

- Conducted comprehensive market research and competitor analysis to identify new business opportunities and trends.
- Exceeded sales targets across various product lines, including personal loans, credit cards, accounts, bancassurance, and digital channels, achieving a remarkable 200% of set targets.
- Fostered collaborative relationships with clients, leveraging a combination of strategic planning and relationship-building skills to drive sales growth.
- Demonstrated proficiency in utilizing technology to streamline processes, prepare compelling proposals, and educate clients on product offerings, resulting in consistent sales success.
- Played a key role in promoting company products and services through effective communication and client engagement strategies.

## References

Available Upon Request