

ASANKA HEIYANTHUDUWAGE

Banking, Finance Professional & Insurance



PROFILE

A passionate, diligent, and results-driven banking finance & Insurance professional with 8+ years of diversified experience, refined expertise, and deep market insight. With an analytical mind and innovative business approach, I am adept at deciphering and channeling market potentials to deliver the desired sales volumes and business growth. Further, demonstrate collaborative cross-functional leadership, strong customer relations, and extensive business networking while taking a lead in positive change.

I seek a challenging position at a reputable firm where I can reach my full potential while contributing significantly to organizational goals and objectives.

CONTACTS

- Dubai, UAE
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- Asanka Heiyanthuduwege

IT SKILLS

- MS Office
- ERP Software
- CRM Tools

AREAS OF EXPERTISE

- Banking and Finance
- Sales & Marketing
- Business Development
- Sales Promotions
- Customer Service
- Market Research
- Credit Management
- Risk Management
- Motor Insurance
- Key Account Management
- Market Development
- Advertising & Branding
- Relationship Management
- Business Strategy
- Performance & Team Building
- Training & Skills Development

WORK EXPERIENCE



Assistant Sales Manager – Motor Insurance

Ceylinco General Insurance Limited., Sri Lanka
Dec 2022 – Sep 2023

- Design and implement effective marketing strategies to sell new insurance contracts or restructure existing ones.
- Contact potential clients and create rapport by networking, cold calling, using referrals, etc.
- Appraise the wishes and demands of business or individual customers and sell suitable protection plans
- Collect information from clients on their risk profiles in order to offer them proper solutions.
- Prepare insightful business reports for the shareholders.
- Retain continuous awareness of transactions, sales, and terms and keep relative records.
- Check insurance claims to solidify trust and safeguard reputation.
- Frequently replenish job-specific knowledge and apply it in the field.
- Fulfill all company-established policy obligations.



Assistant Manager – Retail Banking

UB Finance PLC, (Union Bank) Sri Lanka
Sep 2021 – Nov 2022

- Managed and grew assigned corporate client portfolio in line with business growth targets.
- Identified and acquired new corporate clients, adhering to approved strategies for Assets, Liabilities, Trade, and Treasury Sales.
- Structured credit lines according to underwriting standards and risk-adjusted targets, conducting thorough credit analysis.
- Conducted regular client visits for monitoring and business development purposes.
- Collaborated with Client Service Team Members to cross-sell additional products and services, ensuring multi-product relationships.
- Uphold high customer service level aligned with company policies and industry standards.

ACHIEVEMENTS

- Delivered Sales Targets and KPIs Consistently amidst Challenging Circumstances such as the Covid Pandemic and the Economic Crisis
- Built Large Clientele and Market Shares with High Diversity and Stable Volumes
- Delivered Steady Portfolio Growths in both Insurance and Financial Service Sectors
- Upheld Unparalleled Service Standards with Flexible Customer-Specific Approaches
- Built Skilled and Competitive Sales Teams

LANGUAGES

- English: Professional Proficiency
- Sinhala: Native Proficiency

SOFT SKILLS

- Marketing Skills
- Management Skills
- Effective Negotiation
- Effective Communication
- Interpersonal Skills
- Analytical Skills
- Critical Thinking
- Strategic Skills
- Leadership & Team Collaboration
- Problem Solving & Crisis Management
- Tactical & Divergent Thinking

PERSONAL STRENGTHS

- Focused, Determined & Career Dedicated
- Composed under Pressure
- Work Independently with Min. Supervision
- Proactive in the Positive Change
- Convert Crises into Opportunities to Learn

INTERESTS



Career
Progression



Passionate
Selling



Corporate
Leadership



Continuous



International



Strategic



Marketing Executive – Auto Loan & Leasing

HNB Finance PLC, (Hatton National Bank) Sri Lanka

Feb 2019 – Sep 2021

- Promote and sell various liability products offered by the bank, including personal loans, business loans, housing loans, leasing, fixed deposits, and credit cards.
- Acquire new customers through existing leads, referrals, cold calling, etc. while maximizing lead generation.
- Ensure timely follow-through and healthy closure rate of leads.
- Achieve ascribed monthly sales targets.
- Establish and maintain effective relationships with customers and maintain a high level of customer service.
- Advise customers on available bank products and services and recommend appropriate solutions to meet their requirements.
- Adhere to the expected level of due – diligence, internal policies, and KYC norms while opening new accounts.



Assistant Business Promotion Manager

Janashakthi General Ltd, Sri Lanka

Dec 2017 – Apr 2018



Marketing Assistant

Commercial Leasing & Finance PLC, Sri Lanka

Jun 2016 - Dec 2017



Sales Representative

My Beverages Marketing (Pvt) Ltd, Sri Lanka

Oct 2010 – Dec 2011

EDUCATION



Executive MSc in Strategic Marketing

Asia e University, Malaysia | 2016



BA (Special) in Economics

University of Colombo, Sri Lanka | 2015



Technical Competency Examination (Motor Insurance)

Sri Lanka Insurance Institute | 2018



Diploma in Human Resource Management

University of Colombo, Sri Lanka | 2016

TRAINING

- Recoveries
- Credit Administration & Documentation
- Motor Insurance

REFERENCES

- Available on Request