

SAUMMYA NADISHIKA PRATHAPASINGHE

NO 44B, MILLAGAHAWATTE RD, KATUWAWALA, BORALESGAMUWA, SRI LANKA.

TELEPHONE: 94 1 2789010/0773147870.

Email: nadishika@gmail.com

Dynamic, results driven and enthusiastic sales & marketing professional with proven ability to deliver innovative marketing concepts and strategies. Conceptualizes and develops appropriate business solutions to benefit customers, increase market share and overall sales. Possesses strong presentation, negotiation and closing skills plus ability to make strategic decisions and react rapidly in conditions of high competition.

HIGHLIGHTS

- Strong track record delivering outstanding sales results and effecting massive positive change in a wide range of challenging situations.
- Perfect record of attaining all sales and performance objectives and multi-tasking.
- Able to manage multiple projects simultaneously while meeting all deadlines.
- Demonstrated ability troubleshooting business problems and implementing creative, highly effective solutions.
- Highly motivated, confident, organized, detail oriented, patient and disciplined.

AREAS OF EXPERTISE

- | | | |
|--|---|---|
| <input type="checkbox"/> Strategic Planning | <input type="checkbox"/> Staff Training / Development | <input type="checkbox"/> Customer Service |
| <input type="checkbox"/> Sales and Marketing | <input type="checkbox"/> Team Leadership | |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Budgeting / Reducing Costs | |

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

Manager Sales & Marketing

The Holiday Link (Pvt) Ltd

April 2012 to 2016

- Overlooking the overall functions of the office
- Handling holiday enquiries both inbound and outbound
- Maintaining and corresponding with the supplier network Hotels/Vehicles/Guides
- Managed various online/offline marketing efforts

MARKETING AND PRODUCT DEVELOPMENT CONSULTANT

Aug 2011 – April 2012

Hemas Travels (Pvt) Ltd..

- Handling all marketing/advertising related activities of the outbound travel department
- Took part in the making of My Prime Trip website project team in the development stage
- Managed various online/offline marketing efforts

SENIOR TOUR CONSULTANT / RESERVATIONS MANAGER

Jan 2008 – Jan 2011

Elephant Island Europe Ltd..

- Attending to client enquiries with suitable holiday solutions , flight reservations and consultation – UK Market/Middle East/India and Australia
- Delivered the right product to customers, accurately and on time whilst building partnerships and understanding their specific requirements
- Achieved top performances, for the year 2010 in travel sales.
- Managed various online marketing efforts
- Personally inaugurated telephone sales of Sri Lankan tours to European market.

MANAGER OPERATIONS

2006-2007

Business & Leisure (Pvt)

Ltd

- Managing the Travel Desk of the Brandix Group (Biggest apparel manufacturer in Sri Lanka) . Responsible covering Flight and Hotel reservations, operations, ticketing, all time changes, cancellation and amendment of bookings, daily operational issues such as rooming listing, car hire, transfers, resort requests and foreign exchange whilst ensuring an efficient and cohesive support operation. Managing and guiding staff through a constantly changing environment. Personally handling the travel requirements of key persons in the Brandix Group.

- A key role in strategic forecasting and planning for future business success.
- Actively involved in Human Resources matters, issues including recruitment and training staff.
- Monitored and reported daily/weekly sales figures and targets.
- Handling all BSP related issues and BSP payments.
- Correspondence with Banks regarding bank guarantees and other financial issues.
- Liaised with Airlines/Hotels whilst addressing any issues, and airport representatives regarding manifests and late bookings etc. Managed accommodation over-bookings, dealt with clients' complaints.
- Coordinated IT upgrades.

PRODUCT DEVELOPMENT EXECUTIVE/TRAINER

2005 - 06

Abacus International Lanka (Pvt) Ltd.

- Working mainly on further developing computer system in a high pressured environment often to strict deadlines. And conducting training for Travel Agency Staff on the Software solutions.
- Promptly attending to customer problems and ensure customer satisfaction as efficiently and effectively as possible.
- Analyzed customer complaints and developed solutions.

SENIOR FINANCE EXECUTIVE/PA TO THE CHAIRMAN/MANAGING DIRECTOR

2001 - 05

Sparklink Travels Ltd.

- A multi-skilled position. Providing Travel solutions to the clientele and assisting CM/MD with his administrative work.
- Handling collections from debtors payments to creditors and other related financial work..
- Promptly attending to customer problems and ensure customer satisfaction

TRAVEL AND TOUR CO ORDINATOR

2000 - 01

Universal Travels & Tours (Pvt) Ltd.

- Getting rates from hotels and updating the fare sheets.
- Designing tour itineraries and quotations
- Flight reservations.
- Hotel bookings
- Book keeping for Unique Holidays (Pvt) Ltd., part of Universal Travels.

PROFESSIONAL DEVELOPMENT

- Attended training sessions at Amadeus/Abacus and Galileo GDS systems
- Attended workshops held by the Travel Agents Association of Sri Lanka (TAASL)

INTERESTS AND PASTIMES

- Loves music, reading and arts. Painting during free time. Has a passion for cars.

ACADAMIC QUALIFICATIONS

- **Completed Masters In Business Administration (MBA), Marketing Special at the New Buckinghamshire University, UK.**
- **Post Graduate Diploma in Marketing (SLIM)**

Subjects Completed:

Foundation Stage

- Essentials of Marketing
- Economics and legal concepts for marketing
- Effective communication skills
- Understanding consumers

Second Stage

- Brand Management
- Presentation Skills
- Distribution Management
- Finance for Marketing

***** Price winner/Merit Pass – Brand Management**

Final Stage

- Marketing Planning
- Marketing Management
- Marketing Skills

Society of Certified Management Accountants (CMA) – Diploma Holder

CMA FOUNDATION STAGE

- Subjects passed – Financial Accounting
- Management Accounting
- Business Communication
- Marketing
- Economics
- Statistics

****Price winner - 2nd in order of Merit and Subject prices for Business Communication/Financial Accounting**

CMA DIPLOMA STAGE

- Subjects passed – Financial Accounting (2)
- Management Accounting

- Taxation
- Human Resource Management
- Company law

CMA FINAL 1 STAGE

- Subjects passed – Operations Management
- Information Technology Management
- Strategic Business Management

ADDITIONAL INFORMATION

Name In Full : Saummya Nadishika Prathapasinghe
Date Of Birth : 01st May 1981
Gender : Female
Marital Status : Married
Nationality : Sri Lankan
College : Devi Balika Vidyalaya, Bolombo 08/Sri Lanka

G.C.E (A/L) Examination in 1996

English	“D” pass
Agriculture	“C” pass
Arts	“D” pass
Science	“D” pass
Mathematics	“C” pass
Social studies	“D” pass
Buddhism	“D” pass

G.C.E (A/L) Examination in 2000

Physics	“S” Pass
Chemistry	“S” Pass
Zoology	“C” Pass
Botany	“C” Pass

Training Details

- Certificate in Basic Reservation Course held by Abacus International (Pvt) Ltd, Colombo
- Certificate in Advance fares and Ticketing conducted by Abacus International (Pvt) Ltd, Colombo
- Completed Abacus Whiz reservation Course/ Fares and Pricing/ Ticketing plus Back office training course

English Literacy

- Successfully completed the Diploma in Advance English Conducted by The Royal Institute, Colombo 05
- Completed English Speech/Spoken/Effective Speaking courses held by the Wendy Whotmore Academy in Sri Lanka
- Completed English for Communication Exams conducted by the University of Warwick England.

Computer Literacy

- Successfully completed a Diploma in Business Computing conducted by The Institute of Bankers of Sri Lanka (MS WORD/EXCEL/POWERPOINT/ACCESS/INTERNET/E MAIL/NETWORKS)
- **The information I have given on this application is true and accurate to the best of my knowledge and belief.**

S.N Prathapasinghe

12th Dec 2017

Referees:

Mr. Siri Ranasinghe
Managing Director

Transworld Destinations (Pvt) Ltd

385/5

Kotte Rd

Rajagiriya

0777244169

Mr Hemaka Dias

Head Of Administration

Duo Software Pvt Ltd

Epsi Building

Colombo 04

077 355 8666

