
A.PRIYADARSHINE LUVENDRAN

<https://www.linkedin.com/in/priyadarshine-luvendran>

+9477 225 5730

shinevendla@gmail.com



Objective: To obtain the position as a customer satisfaction oriented executive employee in an organization wherein my knowledge, abilities and 7+ years of professional work experience can assist me in contributing my efforts for the betterment of organization.

Key Achievements

- 2nd Quarter target is 15 Student registration (Bachelor/MBA) in Westford. Done with **12 student (80%)** registration till today.
- As a campaign lead my initiative was a huge success and **received up to 85% to 90% of student's application** to the UKCBC campus in 2016.
- Awarded **Star of the Month** for September 2016 for providing the **best process development** concept.
- Awarded **Star of the Month** for February 2014 for **receiving number of client compliments**.
- Awarded **Star of the Month** for January 2012 for processing **accurate reconciliation**.

Key Qualifications

Graduate Diploma (Pre-Masters) in Management
Business Management School |2016| Sri Lanka

Chartered Management Accountant (CIMA)
Foundation Level, Only completed Finance Module out of 4 subject | Obtained 66%|2011| Srilanka

Diploma in Business Management
IDM Campus| 2011| Sri Lanka

Career Snapshot

Admissions Officer_ Westford University College U.A.E
23.02.2017 to 10.01.2018

Senior Key Account Executive_ Novel wall Organization
04.07.2016 to 15.03.2017

Senior Fund Administrator_ HSBC Security Services HDPL
13.10.2011 to 28.04.2016

Trainee Clerk_ St. Anthony's Industries Group PVT LTD
23.08.2010 to 09.05.2011

Areas of Expertise

- Excellent knowledge of MS Excel and other specialist database and software (**CRM, Bloomberg terminal, Geneva 6.2 and Transaction lifecycle management portal**)
- Enthusiastic, flexible and capable of working on own initiative.
- Creating SOP's and training techniques accordance with procedure.
- Ability to achieve **KPIs and project targets** whilst ensuring accuracy and efficiency.
- Provide proactive and efficient support in planning, allocating, directing and monitoring team operations.
- Investigating and solving customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistants.
- Improve turn-around times by providing **process improvement suggestions**.

Proven Job Role

Admission Officer
Westford University College_ 23.02.2017 to 10.02.2017

- Westford is an educational Institute which provides highly reputed undergraduate and postgraduate courses to the aspiring learners in the Middle East and Asia.
- Recruited new students by visiting High schools in U.A.E.
- Make sure the students receive the end to end service till they complete the course.
- By providing the right details, sell the product to the right set of people and meet the target for the month.
- I've been a part of **GETEX 2017** and got **18 prospectors registered out of 22 enquires**.

- Manage the admissions processing of a portfolio of programme in close liaison with academic departments, applying agreed criteria to make admissions decisions consistently and fairly.
- **Reviewed and verified nearly 145 student documents**, Documents includes Student CV, Degree and Diploma certificates, Student Transcript, Experience confirmation letter from corresponding entities.
- Proved Staff training and briefing to the fresher who join with Westford.
- Update the CRM with student enquires and follow ups.

Senior Key Account Executive

Novel wall Organization_ 04.07.2016 to 15.03.2017

- Novel wall is a UK's leading marketing firm in education sector. As a Senior Key account executive, my responsibilities to enclose student primary and academic data to University admission team through the student portal.
- September 2016 project target is 200 enrolment, and actual achievement is **132.5% (265 enrolment)**.
- Being an effective communicator between both student and University regarding Initial application process, interviews, screening, enrolment procedure, and student finance.
- Worked with the academic advising team to provide course scheduling recommendations and **Sell individualized education plan**.
- Trained team members on new procedural updates and maintained on their call log performance.
- Maintained accurate and confidential student support records database for a caseload of up to **350 students**.

Senior Fund Administrator

HSBC Security Services HDPL_ 13.10.2011 to 28.04.2016

- Acted as final escalation point for all customer issues related NAV and GAV.
- Establish work allocation or schedules and keep track of the daily work of new staff.
- Prepare the monthly CQI presentation for each fund.
- Acted as a lead and successfully migrated Dublin funds to Colombo.
- Providing the **accurate information** to the clients regarding the financial report to take the right management decisions.
- Updating all the records and **maintain a client data base** with all the relevant documents (Both hard copy and soft copy).
- Organized several corporate events for the company. Ex: CSR activities and Water project in Jaffna.

Trainee Clerk

St. Anthony's Industries Group PVT LTD_ 23.08.2010 to 09.05.2011

- Updated corresponding cash transactions in to ledgers.

- Assist customers by providing the right information and resolving their complaints.
- Maintained the updated periodic balance sheets and submit the monthly reports to Credit Control Manger.
- Analyze and finalize the achieved target % of Sale department and send the necessary reports to higher management via mail.

Personal Information

Date of Birth: 02.02.1991
Civil Status: Married

References

Available upon Request

I hereby certify that the information provided above is true and correct to the best of my knowledge. Certificates can be produced on request.

A.Priyadarshine Luvendran
21.05.2018