

# **MITHSHANA SELVARAJ**

## **CONTACT DETAILS**

No 205A, Nelum Pedasa, Kalapaluwawa, Ragiriya

Phone: 077 030 6405

Email: [mithu123shara@gmail.com](mailto:mithu123shara@gmail.com)

Date of Birth: 23 December 1994

## **CAREER ASPIRATION**

To continually develop my capacity to be an effective and flexible worker in the twenty first century.

## **WORK HISTORY**

**August 2016 – Present**

**Business Development Executive**

**Tallees Advertising Pvt Limited, No 05 Park Circus, Park Road, Colombo 05**

Responsibilities:

- Contact new customers via telephone or e- mails and introduce products and services that we offer.
- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget.
- Liaising with, and acting as the link between, the client and the advertising agency by maintaining regular contact with both, ensuring that communication flows effectively.
- Presenting creative work to clients for approval.
- Monitoring the effectiveness of campaigns/undertaking administration tasks / arranging and attending meetings.
- Preparing account service-related documents such as meeting agendas, meeting reports, proposals and other client communications and correspondence.
- Update internal databases with account information.
- Creating detailed Marketing plans to facilitate the attainment of goals and quotas.
- Remain in frequent contact with the clients in your responsibility to understand their needs
- Respond to complaints and resolve issues aiming to customer contentment and the preservation of the company's reputation.
- Create specific international documentation. Responsible for handling and resolving escalated issues and queries and processing international documentation for International affiliates.
- Travel overseas when required for meetings/appointments and exhibitions.

**March 2015 – August 2016**

**Customer Services Executive**

**HSBC Global Resourcing, 439, Sri Jayawardenapura Mawatha, Welikada, Rajagiriya**

Responsibilities:

- Enhance Company image through pro-active customer-driven servicing by taking ownership and responsibility for all enquiries presented to the Customer Service Centre, identify customer needs, and utilising appropriate questioning and listening skills to identify and offer appropriate solutions.
- Provide support to the families of deceased customers and the estate administration service for UK Bank.
- Take details of all the reported deaths of bank customers in the UK via phone and written notification, managing the subsequent account changes and payments.
- Co-ordinates and deal with customers' accounts closures.

**November 2013 – March 2015**

**International Business Development - Coordinator**

**Rainco Group of Companies – Light & Shade, No 208, Main Road, Attidiya, Dehiwala**

Responsibilities:

- Responsible for managing customer relationships within assigned international geographic area assisting the International Affiliates in the placement and processing of their orders, requests, inquiries and issues via service request entry, research, issue resolution. etc.
- Assists the day to day operations of the export department to ensure that customer requirements are met, ensures that information between customer service, document processing group, and Customers flow efficiently and accurately.
- Telemarketing – Contact new customers via telephone or e- mails and introduce products and services that we offer.
- Create specific international documentation. Responsible for handling and resolving escalated issues and queries and processing international documentation for International affiliates
- Travel overseas when required for meetings/appointments and exhibitions.
- Responsible for inquiry/service complaint (order status, product information, stock availability, price quotes, claims, requests for documentation, etc.) management from International affiliates.
- Reviews order error and order hold reports and escalates to the line manager. Communicate cross functionally to investigate, research and resolve all exceptions and adjustments promptly and accurately including any necessary coordination with other departments and all required customer follow-up.
- Prepare quotations, review customer profile, complete and update customer profiles and assist department head on administrative tasks and reporting.

## **ACADEMIC QUALIFICATIONS**

**Completed BTEC Higher National Diploma in Business Management specialized in Marketing at British College of Applied Studies**

- January 2014

**Edexcel G.C.E. Ordinary Level Examinations - Republican International School, Nuwara-Eliya**

- June 2010

## **REFEREES**

Ahamed Nalif  
Assistant Manager – Banking Operations  
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