

DINUSHA MADUSHANKA PERERA

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PROFESSIONAL QUALIFICATIONS

- Successfully completed **Certificate in Person in Charge** at **Highfield International** conducted by **AL Salama Fire Safety Training L.L.C** (February 2024)
- **Diploma** in Customer Service Management at **London Business School** (2009)
- Successfully completed **Advanced Certificate** in Human Resources Management at **IPM** (2012)

WORK EXPERIENCE

Sales Executive

Memuvo DMCC

November 2022 to July 2024

Jumeirah Lake towers, DMCC Free Zone, Dubai

- Oversee and ensure a high level of customer service for both online and walking customers.
- Resolve customer complaints and issues promptly and effectively, ensuring customer satisfaction.
- Supervise and coordinate the activities of staff, including scheduling, training, and performance evaluation.
- Lead and motivate the team to achieve sales targets and maintain high standards of store operations.
- Monitor and manage inventory levels to ensure product availability and minimize stock outs.
- Coordinate with suppliers for timely restocking of products.
- Oversee cash handling and financial transactions, ensuring accuracy and compliance with company policies.
- Ensure the store is clean, organized, and well-maintained at all times.
- Develop and implement promotional strategies to boost sales and attract customers.
- Monitor competitor activities and adjust strategies to maintain a competitive edge.
- Ensure compliance with health and safety regulations.
- Train staff on emergency procedures and safety protocols.
- Utilize and manage point-of-sale (POS) systems for efficient transaction processing.
- Oversee the integration and functionality of online sales platforms.

Sales & Customer Relations Executive

Uptown Kandy

May 2019 to March 2022

Colombo, Sri Lanka

- Greet and assist customers, providing exceptional service to enhance their shopping experience.
- Address and resolve customer inquiries, complaints, and issues in a professional and timely manner.
- Achieve individual and store sales targets through effective sales techniques and product knowledge.
- Upsell and cross-sell products to increase store revenue.
- Stay updated on the latest fashion trends, product features, and store promotions.
- Provide customers with detailed information about product materials, care instructions, and styling tips.
- Ensure store layout and visual displays are attractive, organized, and align with brand standards.

With over a decade of diverse experience in customer service, human resources administration, sales, and store supervision, I bring a unique blend of skills to drive operational excellence and customer satisfaction. My background in customer service has equipped me with exceptional communication abilities and a deep understanding of customer needs, ensuring high levels of satisfaction and loyalty. In human resources, I have successfully managed recruitment, training, and employee relations, fostering a positive work environment. My sales experience includes consistently exceeding targets through strategic engagement and market analysis. As a Sales Executive, I have optimized daily operations, improved inventory accuracy, and led teams to achieve top performance. My multifaceted expertise makes me a valuable asset to any organization seeking a dedicated and results-oriented professional.

LinkedIn:

<https://www.linkedin.com/in/dinusha-perera-ba72a2246>

PERSONAL DETAILS

- Visa Status - Employment Visa
- Address - Rocky Building, Apt 702, Al Barsha 1, Dubai, UAE
- D.O.B - 17/March/1987
- Nationality - Sri Lankan
- Languages - English
- Availability - Immediately
- Passport Number- N9636364

SKILLS

- Leadership and Team Management
- Inventory Management
- Customer Service Excellence
- Operational Efficiency
- Sales and Revenue Optimization
- Problem Solving
- Communication Skills
- Product Knowledge
- Multitasking and Time Management
- Sales Techniques and Strategies
- Fashion and Trend Awareness
- Customer Relationship Management
- Team Collaboration

Human Resources and Admin Executive

Semajaya Micro Credit (Pvt) Ltd
Colombo, Sri Lanka

March 2014 to February 2019

- Supported HR and Operations Management team in filing projects and maintaining records.
- Updated the HR/Employee database management system.
- Performed office maintenance and managed administrative tasks.
- Coordinated and assisted the accounts team in managing administrative and petty cash expenses.
- Managed recruitment and staffing processes.
- Handled the recruitment process.
- Managed employee attendance and leave records.
- Conducted research and collected information.
- Prepared confidential documents and reports.
- Maintained a complete stock of all office supplies and ensured inventory accuracy.
- Connected with the procurement and admin team for stationery needs.

Human Resources Executive

Providence Business Services (Pvt) Ltd
Colombo, Sri Lanka

November 2009 to January 2014

- Planning and designing employee benefit packages.
- Maintaining detailed records of the company's employees.
- Administering all hiring processes for new employees.
- Supervising the day-to-day operations of the Human Resources department.
- Ensuring all employees comply with HR policies.
- Creating new HR policies and updating existing ones.
- Overseeing employee termination processes.
- Counseling employees as needed.
- Conducting exit interviews to identify reasons for termination or resignation.
- Organizing events and conferences for employees.
- Managing workplace safety issues and complaints.
- Maintaining and recording employee attendance.
- Adhering to all company rules and regulations.

EDUCATIONAL QUALIFICATIONS

- Successfully completed GCE Ordinary level and Advanced Level
- Successfully completed Certificate Programme at ESOF Metro Campus