Rasanjali Imeshika

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EDUCATION

BA(Hons) in Management and Leadership	2022-2025 READING
National Institute of Business Management - affiliated with Coventry University, London, UK	
Higher National Diploma in Business Management	2023 Jan – Nov 2024
National Institute of Business Management in	GPA – 3.7
Advanced National Diploma in Business Management	2022 Jan – Nov 2023
 Successfully completed in 2023 with a Merit National Institute of Business Management 	GPA – 3.53
Aquinas college Diploma in English and Literature in 2024	2022 Jun – Jul 2024
AAT - Level 1	
Fully completed AAT Level - 1 in JMC College	2018 Jun – Sep 2024
Certificate Course of IT	PASS
Fully completed IT course at Nagananda University	2024 Feb – Jul 2024
G.C.E. Ordinary Level	PASS
Successfully Completed	2018 Jan – Sep 2019
Sri / Dharmaloka college Kelaniya	
G.C.E. Advanced Level	2024 Feb – Jul 2024
Successfully Completed in 2021(2022)	
Sri / Dharmaloka college Sri Lanka (Commerce Stream) 2B Pass 1C	PASS

SKILLS SUMMARY

- Languages: Sinhala, English
- Tools: Excel, PowerPoint, word,

 Soft Skills: Customer Relationship Management, B2B Communication, Coordination & Follow-up, Problem Solving, Time Management, Team Collaboration

WORK EXPERIENCE

Business Support Intern – Mansci professional service DMCC

- Added and updated key company accounts in LinkedIn and the Taika Management System to support business outreach and account management.
- Researched and compiled pricing information for specified goods on e-commerce platforms according to company requirements.
- Conducted data mining and data preparation for business intelligence and data selling purposes.
- Managed customer email communications, ensuring timely and professional responses to maintain client satisfaction and support internal processes.

Administrative Assistant - Leisure world consulting DMCC

- Managing Office Tasks
- Document Preparation. •
- Support to Management & Staff •
- **Basic Accounting or Finance Support** .
- Handling Correspondence .

Business Development Assistant - EGT (PVT) LTD Sri Lanka

- Negotiate and establish competitive shipment rates with customers •
- Assist in preparing and receiving shipping and customs documents.
- Tracking the vessel and providing information about the vessel for the customer
- Coordinated B2B shipments by managing client communication and ensuring smooth delivery.
- Arranged client meetings to strengthen relationships and grow the customer base.

Factors Affecting Service Adoption

Investigated key behavioral, technological, and environmental factors influencing customer adoption of self-service technologies in retail settings.

PROJECTS

Collected and analyzed primary data through structured surveys and interviews targeting retail consumers and employees.

February 25- June 25

July 24- October 24

Nov 24- April 25

July 22- October 22



- Applied statistical methods to identify significant trends, achieving actionable insights to enhance customer experience and technology uptake.
- Delivered evidence-based recommendations to improve self-service implementation strategies for retail businesses.

Member of Marketing Club of NIBM

EXTRA CURRICULAR ACTIVITIES

March 2023

March 2023

- Participated in planning and executing marketing-related events, workshops, and promotional campaigns.
- Assisted in developing content and strategies for social media and on-campus promotions.
- Engaged in market research and surveys to support student-led marketing projects.
- Collaborated with fellow members to organize guest speaker sessions and industry networking events.

Member of HR Club of NIBM

- Contributed to organizing HR-related workshops, panel discussions, and career development sessions.
- Participated in mock interview programs, resume clinics, and personality development initiatives
- Assisted in planning events focused on leadership, workplace ethics, and employee engagement.