DEWDUNI SWARNANAYAKA

Public Relations Executive/ Admissions Officer

Experienced Public Relations and Admissions professional with a strong foundation in strategic communication and customer service. Successfully managed public relations campaigns, recruited and enrolled students, and provided excellent customer support. Proficient in various public relations tools, CRM systems, and office administration tasks. Seeking a senior role to utilize expertise and contribute to organizational growth.

dewnimz96@gmail.com

+971 56 4 971 671

Oasis building 1, Al bada road, Satwa, Dubai, UAE

17 July, 1996

linkedin.com/in/Dewduni Swarnayaka

SKILLS

Strategic sales planning	Marketing campaign development	Lead generation and conversion	Brand promotion and awareness
Social media marketing and digital outreach	Academic advising and career counseling	Student recruitment and enrollment strategies	Application and document review
Knowledge of educational programs and pathways	Understanding of admission regulations and requirements	Crisis communication management	Media relations and press release writing
Event planning and coordination	Corporate communication strategies	Data analysis and market research	Report preparation and presentation

WORK EXPERIENCE

Senior Public Relations Executive / Senior Admissions Officer

Oases Educational Services, Colombo 03, Sri Lanka

08/2023 - 11/2024

Achievements/Tasks

- **Provided expert consultation to prospective students** , offering guidance on educational opportunities, career pathways, and institutional programs to match their aspirations.
- **Developed and maintained client communication strategies**, ensuring seamless relationship management and high levels of satisfaction throughout the admissions process.
- **Oversaw the application and admissions processes**, ensuring all documentation met institutional and regulatory standards with accuracy and efficiency.
- **Executed targeted sales and marketing initiatives** to promote educational programs, successfully driving enrollment growth and enhancing institutional visibility.
- **Created and implemented public relations campaigns** to strengthen the institution's brand image and attract diverse student demographics.
- **Organized and participated in educational fairs, open days, and promotional events**, effectively engaging with potential students and stakeholders.
- **Collaborated with cross-functional teams**, including academic departments and marketing, to align admissions strategies with institutional goals.
- **Analyzed market trends and competitor strategies**, using insights to refine promotional activities and optimize enrollment outcomes.
- **Prepared and delivered impactful presentations**, showcasing program offerings and institutional values to prospective students and their families.
- **Mentored junior staff in admissions and public relations**, fostering professional growth and ensuring adherence to best practices.

Public Relations Executive

Nawaloka Hospitals PLC, Colombo 02, Sri Lanka

02/2021 - 08/2023

Achievements/Tasks

- **Developed and executed strategic sales and marketing initiatives** to promote hospital services, effectively increasing customer engagement and awareness.
- **Managed public relations efforts for the laboratory** , fostering positive communication and building strong relationships with clients and stakeholders.
- **Acted as the primary customer representative** , addressing inquiries, resolving concerns, and ensuring a high level of client satisfaction.
- **Collaborated with cross-functional teams**, including healthcare providers and administrative staff, to align promotional strategies with organizational goals.
- **Analyzed customer feedback and market trends**, using insights to refine marketing campaigns and improve service delivery.

WORK EXPERIENCE

Receptionist
Nail Atelier Jumeirah

(one month - full time)

- **Receiving visitors at the front desk by greeting, welcoming, directing and announcing them appropriately**
- **Greet clients and visitors with a positive, helpful attitude.**
- **Answering phones in a professional manner, and routing calls as necessary.**
- **Hiring, managing, and developing the junior administrative team.**

Tele Sales Assistant
Janashakthi Life, Colombo 02, Sri Lanka

10/2019 - 07/2020

Achievements/Tasks

- **Outbound Calling:** Make outbound calls to potential customers to generate leads and sales.
- **Product Knowledge:** Gain in-depth product knowledge to effectively address customer queries and promote products.
- **Sales Target Achievement:** Meet and exceed sales targets by actively pursuing sales opportunities.
- **Customer Interaction:** Interact with customers over the phone to understand their needs and provide relevant information.

Office Administrator & Receptionist
Devindi Hardware Pvt LTD, Maharagama, Sri Lanka

09/2015 - 09/2016

Achievements/Tasks

- **Reception Duties:** Greet visitors, answer phone calls, and direct inquiries to the appropriate personnel.
- **Office Management:** Manage office supplies, maintain office equipment, and coordinate office maintenance.
- **Administrative Tasks:** Handle administrative tasks such as filing, photocopying, and data entry.

ACADEMIC QUALIFICATIONS

Following Post Graduate Diploma in Strategic Management & Marketing
European Nations Campus, Colombo 03, Sri Lanka

Higher National Diploma in Japanese Language
Japan Tokyo International School, Shinjuku (Japan)

10/2016 - 04/2018

Diploma in Spoken English
IHRA, Colombo, Sri Lanka

10/2016

Diploma in English
British Council, Colombo, Sri Lanka

10/2015

Diploma in IT
Esoft Metro Campus, Nugegoda, Sri Lanka

2013

LANGUAGES

English
Professional Working Proficiency

Hindi
Limited Working Proficiency

Japanese
Professional Working Proficiency

Sinhala
Native or Bilingual Proficiency

REFERENCES

Available upon request

DECLARATION

I hereby declare that the information provided in this resume is true, correct, and complete to the best of my knowledge and belief. I understand that any misrepresentation of facts may lead to disqualification.