



## Contact

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## Personal Details

Date of Birth : May 1979

Nationality : Indian

Driving License : 65953

Address : Muweilah, Sharjah, UAE

## Education

1999

**Bachelors in Commerce BCOM**

University of Calicut, Kerala, India

1997

**Diploma in Computer Application**

Sharjah, UAE

2002

**Tally**

## Language

- English - Proficient
- Hindi - Proficient
- Malayalam - Native
- Tamil - Intermediate

# DHANYA RAMESH

Branch operations and Business Development

An accomplished financial services professional with over 15 years of experience in Operations Management, Cross Border Remittances, Corporate & HNI Customer Relationships, Fund/Risk Management, Forex Management, and Human Resource Management. Focused on driving top-line profitability and expanding the business.

## Experience

### From March 2023

Federal Exchange | Abu Dhabi | UAE

#### Business Development Manager

- Supervising and directing all marketing operations
- Administering and guiding the entire marketing team, providing leadership and training
- Formulating diverse and innovative marketing strategies
- Proposing impactful promotional concepts
- Supervising the execution and implementation of marketing campaigns
- Collaborating with leadership to ideate fresh advertising approaches
- Putting forth well-researched recommendations for requisite marketing budgets
- Identifying and assessing potential emerging markets

### September 2022 till February 2023

Federal Exchange | Al Quoz Mall Dubai

#### Branch Operations Manager

- Accountable for optimizing business potential and driving revenue generation.
- Taking charge of branch initiatives to foster growth in corridor business.
- Supervising staff and providing training to ensure proficient operations.
- Directing marketing endeavors beyond the branch premises.
- Enforcing the adoption of industry best practices.

## Trainings

- Office Automation
- Advanced Forex Market
- UAE Exchange Bank Notes
- Anti-Money Laundering and counter measures –  
Global Training Centre
- Office Automation
- Leadership and Management Primer by LOIUS ALLEN INTERNATIONAL
- Training on Internal Audit for Management System –

## SKILLS

- Leadership Skill
- Team Management
- Customer Relationship Management
- Presentation Skill
- Problem solving Skill
- Communication & Collaboration

August 2010 to July 2021.

UAE Exchange Centre LLC UAE | Al Falah Plaza | GECO & Hamriya

### **Branch Operations Manager**

- Effectively implement tailored business strategies at the branch level to attain financial and operational objectives.
- Supervise comprehensive branch operations and oversee accounting processes.
- Ensure precision in reconciling corporate payables and generate detailed corporate statements.
- Manage Profit and Loss (P&L) according to the allocated yearly budget.
- Nurture strong customer relationships through adept customer relationship management.
- Provide guidance, training, and supervision to staff members.
- Attain set Forex targets successfully.
- Accomplish established remittance targets.

March 2006 to July 2010

UAE Exchange Centre LLC | Al Falah Plaza | GECO & Hamriya

### **Asst. Branch Head**

- Oversees business operations while ensuring adherence to legal standards.
- Discovers avenues for enhancing business processes.
- Recognizes and highlights potential risks and compliance concerns, offering remedies to address them.
- Supervises the implementation of system changes within branch locations.
- Discerns and puts into action initiatives to enhance processes at the branch level.

Achievements at UAE EXCHANGE CENTRE LLC

- Topper at SSP Exam
- Best Service Leader in 2009
- Unbreakable record in INR Volume

## **References**

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### **Sam Cherian**

VP - Remittances and Exchange  
Wizz Financials

### **Afsal Syed Hussain**

Group Head - Marketing & Communications  
K.M. Trading Group