



FASHIR MUNAS

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Address: Mehdi Tower, Al Mamzar Dubai- Flat No 2-204

DOB: 17th June 1983

Nationality: Sri Lankan

PROFILE

Experienced Asst. Manager with a demonstrated history of working in the financial services industry. Skilled in Portfolio Management, Business Relationship Management, Customer Service, Banking, and Retail. Strong Business development professional with a Master of Business Administration obtained from Cardiff Metropolitan University.

EDUCATION

Master of Business Administration

Merit Pass –GPA 3.4 | *Cardiff Metropolitan University- United Kingdom-2017*

Excellence Learner Award – *Common wealth of Learning, Canada 2020*

Higher Education: *Trinity College, Kandy Sri Lanka*

Passed GCE Advanced level in 2003.

SKILLS

Inter Personal Relationship | Analytical | Compliance | Service Orientation | Customer Relationship Management | Risk Analyst | Target Orientation

EXPERIENCE

Amana Bank PLC– July 2013 August to Present

Cash Officer |Branch Banking | Sales and Marketing | Forex sales

Job Description: Asst. Manager

- Lead the Marketing function of 10 people for Amana Bank and support the operations team in the drive to grow walk-ins and revenues through the planning and execution of integrated marketing strategies to achieve marketing and provide strategic assistance for key stakeholders.
- Lead the Forex. Revenue team and instrumental in attracting the NTB clients.
- Analyzing competitor's strategies, market expectations to tailor the marketing efforts, maximizing the profitability & bottom-line.
- Regularly review team purpose, direction and structure and assess talent requirements, participate in the recruitment and selection process, conduct goal setting and performance review for the team; drive team development, engagement and reward initiatives, coach and mentor team members as required and ensure resolution of any people issues.
- Handling customer transactions and accounting transactions including payments and contributions.
- Providing customer service by explaining financial products, fees, and assisting with banking needs.
- Building customer relationships by establishing rapport with new clients, generating reports, and maintaining professional interactions.
- Maintaining accurate records of transactions, balancing cash drawers, and preparing daily reports.
- Adhering to exchange policies and procedures, as well as regulatory requirements, to ensure compliance with banking regulations and maintain a high level of security.
- Ensuring the safety and security of assets, including cash and customer information, by following established procedures and protocols.
- Processing various transactions, such as deposits, withdrawals, and money transfers.
- Any suspicious activity that may be indicative of money laundering or terrorist financing to the AML department in the head office.

Thomas Cook India- September 2004 to June 2013**Forex Operations – Snr. Customer Relationship Officer**

- Handled Forex operations via Airport counters. Handle the operations and Sales/marketing of the unit.- Departure & Arrival counters.
- Increased the revenue and profits of the unit by cross sales and up sales.
- Introduced few high net worth buyers to the unit. This has helped in achieving the Best performer award for FX sales.
- Identify and develop resources relevant to business development and sales goals.
- Preparing FX reports and liaise with corporate management of TC [India] Limited.
- Conduct process mapping and improvements for service delivery processes in the unit.
- Promoted the firm's Foreign Currencies to potential buyers in the market.
- Transferring high volume currencies to Head Quarters.
- Preparing daily cash reports with physical cash balance and reporting to Country Head.
- Reviewing Purchase/Sales invoices for accuracy/ discrepancies in price, quantity and items.
- Business development through searching and establishing new account with Sri Lankan bank to increase the distribution points.
- Allocating petty cash for the other cashiers
- Reporting any anomalies such as shortages/excesses to superior immediately.

REFERENCES

- To be provided upon the request.