



Zuhara Careem

Executive Assistant – Customer Advocate

- 15+ years experienced & empowered team member with stellar administrative & operational experience.
- Dedicated to keeping open channels of communication with leadership & colleagues.



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Colombo, Sri Lanka

I am an efficient Business partner in managing critical & strategic projects. With astute problem-solving & rational autonomy skills, I deliver diligent administrative & operational solutions.

Adopting to business needs & professionally representing employer's interests is one of my greatest strengths. You can rely on me for good judgment to maintain a realistic balance among multiple priorities.

WORK EXPERIENCE

- Oct 2022 – Aug 2023
PA to Managing Director (Country CEO)
Coca-Cola Beverages Sri Lanka Limited`
 - Operational and administrative support to the Country Managing Director.
 - Maintaining accurate records and journal entries of corporate expenses for 07 senior management members.
 - Liaising with overseas offices for local meetings & events.
 - Foreign travel arrangements for senior management & others as and when needed.
 - Providing bi-weekly reports to Senior Management using the location tracker for approx. 200 sales reps.
- Mar 2021 – Oct 2022
Executive
AIA Insurance Lanka Limited – Policy Conservation Dept. (Outbound Call Center)
 - Consistently exceeded monthly targets by reviving lapsed policies, achieving beyond 100%.
 - Maintained a razor-sharp focus on hitting a daily goal of 85+ outbound calls.
 - Delivered exceptional customer service, maintaining a professional demeanor.
- Dec 2019 – Mar 2021
PA to Director – Operations
AIA Insurance Lanka Limited
 - Diary, travel & expense management.
 - Collaborated with 08 C-Suite members.
 - Project management & coordination.
 - Controlled & minimized department expenses.
- Feb 2017 – Nov 2019
PA to Chief Marketing Officer
AIA Insurance Lanka Limited
 - Diary, travel & expense management.
 - Collaborated with 08 C-Suite members.
 - Managed a sponsorship budget worth 02Mn as per audit requirements.
 - Life Operating Principles Award for Healthiest workplace summit 2019.

- Dec 2014 – Jan 2017 **Project Coordinator**
TeKnowledge Shared Services – Rajagiriya – TeKSS is a subsidiary of CIS Int'l USA, an AMCHAM member & a BPO service provider for a local BoI listed company.
 - Managed daily schedules of the CEO & Senior Management.
 - Completion of daily reports measuring productivity.
 - Point of contact for USA, UK, China, Fiji, Australia & Maldives.
 - Coaching & mentoring back-office team in compliance with company policies & procedures.
 - Management and escalation process for all critical issues.
 - Delegate at Interzoo Global Trade Show – Germany, May 2016.

- Dec 2013 – May 2014 **Executive Secretary**
Maxaire Pvt Ltd – Colombo 05

- Aug 2008 – Aug 2013 **Banking Assistant**
DFCC Bank – Colombo 03
 - Overall Treasury back-office operations including CBSL reporting.

COMPETENCIES

Empathy & work ethic.	Professional discretion.
Adaptability & flexibility.	Ownership & accountability.
Tech-savvy.	Networking & relationship building.
Conflict resolution.	Call Centre, client service & CRM experience.
Remote Collaboration.	High degree of reliability & autonomy.

EDUCATION

- 2023 Certification in Admin Power User (Shopify) – Gorgias Academy.
- 2015 Certificate in Secretarial Practice – LCCI – Ladies College of Vocational Studies.
- 2014 Diploma in Business English – LCCI – Ladies College of Vocational Studies.
- 2008 Certificate in Banking & Finance – IBSL - Managing people and Accounting.
- 2007 Advanced Level - Commerce subjects - President's College, Rajagiriya.

LANGUAGES

English - <i>Native/C2</i>	Sinhalese - <i>Native/C2</i>
Tamil - <i>Intermediary/B2</i>	Hindi – <i>Basic/B1</i>

PERSONAL DETAILS

- Civil Status: Married
- Nationality: Sri Lankan – open to work overseas with relocation assistance.
- Date of Birth: 01-Feb-1988
- Passport Info: N6663262 - Expiry April 2026

REFERENCES

1. Mr. Nikhil Advani – CEO, AIA Insurance – Thailand (SL former CEO).
2. Mr. Deepak Senthil Nath – CEO, Coca-Cola Nepal (SL former CEO).
3. Mr. Mahen Gunaratne – CMO, Union Assurance PLC. Sri Lanka.

If given the opportunity of proving my worth, I assure you my loyalty & dedication to the duties entrusted.
 - *Zuhara Careem*