

M. DILANGA KULASENA



CONTACT

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PROFILE

Nationality : Citizen of Sri Lanka

Date of Birth : 10 May 1992

Civil Status : Single

NIC No : 926311093V

Home Address : 9-C, Sirigal Avenue,
Kohuwala, Nugegoda, Sri Lanka.

EMPLOYMENT EXPERIENCE

MARKETING AND BUSINESS DEVELOPMENT EXECUTIVE

*Logiventures (Pvt) Ltd. – Subsidiary Company of Hayleys Advantis Ltd.
May 2016 - December 2016*

KEY CONTRIBUTIONS:

- Assisting the department head in developing growth oriented marketing plans for the organisation.
- Developing marketing communication strategy for the brands/ products. Subsequently formulating the marketing communication plans and action plans.
- Developing business development plans for the brand to grow internationally.
- Social media strategy development, formulation of social media plans, implementation of devised plans inclusive of handling responsibility for social media creative concept/ content copy development and also regular social media page maintenance.
- Handled responsibility for formulating and writing award applications for company awards as well as national awards that subsequently received the gold and title awards in the relevant categories.
- Conducting product portfolio analysis and market research analysis locally & internationally, and also forecasting market & consumer trends.
- Continuous monitoring of local & overseas competition and changing market conditions.
- Contacting potential international customers for business development in international countries to create brand awareness and generate sales.
- Suggesting new product development ideas after research and analysis.
- Executing integrated marketing activities ATL, BTL & TTL to increase brand awareness locally and internationally in relation to the plans drafted, and also handling the responsibility of marketing communication material creation through working with the relevant agencies.
- Writing content for marketing communication material such as website content, taglines, social media posts, leaflet content, product descriptions, etc.

CLIENT SERVICING EXECUTIVE

*TBWA\Sri Lanka – Thompson Associates (Pvt) Ltd.
August 2015 – December 2015*

KEY CONTRIBUTIONS:

- Maintaining relationships with clients to create disruptive work, liaising with clients to discuss and identify their advertising requirements thereafter writing creative briefs to be provided to the creative developers.
- Working with agency colleagues to devise advertising campaigns and to create marketing communication material that meets the client's brief and budget.
- Effectively participating in briefing media, AV, creative and graphic departments along with the account manager.
- Undertaking research activities to assist in formulating creative campaign strategies.

MARKETING COMMUNICATIONS SPECIALIST: MARKETING DIVISION (GLOBAL)

*Ekwa Marketing – Bizycorp (Pvt) Ltd.
May 2014 - August 2014*

MARKETING ASSISTANT: MARKETING DIVISION - INTERNSHIP

*Triumph International - Triumph Lanka (Pvt) Ltd.
July 2013 - November 2013*

CO-ORDINATOR EXECUTIVE: MARKETING DIVISION (DOMESTIC)

*Dilmah Tea - MJF Exports (Pvt) Ltd. -
September 2012 - June 2013*

QUALIFICATIONS

TERTIARY:

PROFESSIONAL CERTIFICATE IN MARKETING – Stage 1

Course Provider : Chartered Institute of Marketing, UK

CIM stage 1 Professional Certificate in Marketing has been successfully completed.

CIM stage 2 Professional Diploma in Marketing in progress. Two modules have been completed; Marketing Planning Process and Project Management. Two modules remaining are to be completed this year.

ACADEMIC:

GCE (ADVANCED LEVEL) EXAMINATION- 2011

St. Pauls Girls' School

Colombo 04

Medium: English – 2–As, 2–Bs.

Economics- A, General English A, Accounting- B and Business Studies B

GCE (ORDINARY LEVEL) EXAMINATION- 2008

Anula Vidyalaya

Nugegoda

Medium: English – 3-As, 4-Bs and 2-Cs.

Optional Subjects selected and the results obtained: English Lit. – A, French- C and Information Technology- B.

INFORMATION TECHNOLOGY CERTIFICATE COURSE (Advanced Level)

Course Provider : The Saga Training Institute, Nugegoda

Course Duration : July - December 2004

Course components are Computer Science Essentials, Advanced Office XP 2003, Advanced Graphic Design & Animation and using Internet & Email.

SKILLS & COMPETENCIES

CREATIVE, INNOVATIVE AND FUTURISTIC THINKING SKILLS

I think outside the box with regard to product & market development and overall marketing strategy formulation. I believe in always looking at the company's long term progress with the brand or product strategies implemented where they will evolve at a faster rate than the category evolution by competition.

STRATEGIC THINKING SKILLS

I have the ability to see the bigger picture when required, which contributes to the establishing of achievable marketing and organizational objectives due to the experience gained through professional education and work experience.

EXCELLENT WRITING, COMMUNICATION AND PRESENTATION SKILLS

I excel in my writing skills and I am a good at communicating with internal and external stakeholders. My contributions towards the writing of marketing communication material, corporate communication material, award applications, advertising client briefs and websites have helped to further develop these skills.

STRONG RESEARCH AND ANALYTICAL SKILLS

In CIM a separate module was followed on Marketing Research. I have experience in researching local and international markets during the job roles undertaken over the years and analyzing the data obtained for forecasting future consumer & market trends, suggesting NPD ideas and business development locally and internationally.

TEAM WORK

My work experience in different marketing related job roles has exposed me to work with teams on a daily basis in order to execute the marketing plans and business development plans. As the Director Networking in CIM student committee I enriched my experience of being a team player.

CUSTOMER RELATIONSHIP MANAGEMENT AND ACCOUNT MANAGEMENT

I have obtained experience in maintaining and strengthening customer relationships and delighting customers. I have obtained valuable experience in handling and working together with many different stakeholders inclusive of local and international customers.

SOCIAL MEDIA

I have gained valuable experience in developing social media strategy for different companies & brands, formulating plans accordingly, executing of such plans, handling responsibilities for social media content development via agencies & internal departments, developing the creative concepts for content, writing social media marketing copy and daily social media page maintenance. I read and gain knowledge regarding news and trends in relation to social media constantly.

REFEREES

Mr. Amal Fernando

Head of New Business Development
MAS Brands Private Limited
Tel : +94773457200

Mr. Tharindu Ameresekere

CEO & Managing Director of TAC
Tel : +94777481581
E-mail: tharindu@competeglobal.com

MEMBERSHIP OF CLUBS, SOCIETIES AND TEAMS

PROFESSIONAL BODIES

Past Member of the CIM Student Committee Sri Lanka Region

- I was presented a certificate of recommendation from the CIM Sri Lanka Region Chairman.

AT SCHOOL

Clubs & Societies

- Member of the Interact Club
International Understanding Representative of the school Interact Club
- Member of the Media Unit
- Member of the English Literary Association
- Member of the Language Society
- Member of the UNESCO Club

Sports

- Member of the Anula Vidyalaya Basketball team
- Member of the house Netball team of Anula Vidyalaya and St. Pauls Milagiriya

OUTSIDE SCHOOL

- Prefect of the Dhamma School
- Student of Bharatha Natyam
- Volunteer Assistant at Dayamina Special Children's School