

KATHALUWA LIYANAGE MADUSHI NISANSALA

66/4,First Lane, Kandy Road, Kelaniya

madushinisansala@yahoo.com

0759999571 / 0112908955

NIC : 876560160V

Date of birth : June 4, 1987

Sri Lankan, Married, Female, Buddhist

PROFILE

A self-motivated, action oriented and result focused personnel with outstanding talents, dedicated to learn from every mistake. Further, I have the ability to cooperate with others and lead a social life while successfully fulfilling the tasks and responsibilities entrusted to me in a professional and excellent manner.

CAREER OBJECTIVE

To have practical exposure and hands on experience as a gateway to an excellent professional career by being a part of a growth oriented, progressive well-founded offering opportunity for career advancement and professional growth to continuously enhance my knowledge, skills and to utilize them for personal and organizational growth. To use my skills in the best possible way for achieving the company's goals.

EXECUTIVE PROFILE

A dedicated Sales & Operations Manager and an effective leader who excels at using proven methods and cutting edge technology to successfully reduced the cost, stream line operations and increase productivity. By conducting company-wide operational functions, led large scale projects from inception to successful completion while implementing strategic decisions. Responsible for executing new guidelines and strategies, manages daily operations and ensure effective customer service to empower customer relationships and ensures profitable performance of business operations.

Marketing and Sales Administration expertise offering more than three years in various capacities by supporting the top level management to built-up innovative Strategic Management Process. Excellent Interpersonal skills, hardworking exposure and the dedication have built up the reputation for being positive in decision making and helped out in exceeding set of targets of the management.

ACADEMIC QUALIFICATIONS

Higher Education: B.Sc. in Information Technology
Sri Lanka Institute of Information Technology

School : Viharamahadevi Balika Vidyalaya, Kiribathgoda

WORK EXPERIENCE

BOSWIN Pvt Limited

Position: Head of Sales & Operations (April 2017 to Current)

- Guide, instruct and give directions to all the sales team personnel and assist in organizing all the sales activities of the internet sales on the below projects
 - xiaomi.lk - (Online xiaomi Mobile Platform in sri lanka)
 - citymall.lk,/worldcitymall.com - (Online shopping platform)
 - payboot.com - (Online Payment Gateway)
 - hotress.com - (Online Hotel Platform)
 - 1srilanka.com - (Online Travel Platform)
- Responsible for all marketing functions across the country, including digital, ATL/BTL, in store, and third-party channels
- Build and manage the local fan community by crafting and running effective online / offline campaigns
- Work cross-functionally with PR, Sales, Creative/Design, regional (China) marketing managers, mi.com web planners based in China, Mi Community based in China, and other leads to produce and influence product marketing content across country in all platforms in Sri Lanka
- Ensure all messaging aligns with Xiaomi's global brand guidelines and maintain brand hygiene while nurture and lead a team of diverse product marketers in the team
- Develop strategic and tactical marketing plans in line with the company goals and approach and align to the monthly targets.
- Writing / editing management sales and marketing reports for the senior management to set the KPI targets for upcoming promotional activities

Tiny World

Position: Entrepreneur –Indoor Party, leaning and activity center for Kids

KAYJAY Electronics

Position : Head of Operations & Stores – Electronic Security

(April 2016 to October 2016)

- Improving customer service experience, create engaged customers and facilitate organic growth.
- Taking ownership of customers issues and following problems through to resolution.
- Setting a clear mission and deploying strategies focused towards that mission.
- Develop service procedures, policies and standards.
- Keep accurate records and document customer service actions and discussions.
- Analyze statistics and compile accurate reports, as a liaison to senior management and board of directors to keep them up to date with the project status. (Management Reporting)
- Recruit, mentor and develop customer service agents and nurture an environment where they can excel through encouragement and empowerment.
- Keep ahead of industry's developments and apply best practices to areas of improvement.
- Control resources and utilize assets to achieve qualitative and quantitative targets, training of staff to ensure that everyone is performing adequately in their role.
- Providing a leadership support function to teams and motivating staff to achieve goals.
- Introducing and managing in-house IT systems ensuring that they are fit for purpose. (Online web Based ERP system to monitor daily system breakdown process and the analysis of the effectiveness of the technician teams)
- Contribute to short and long-term organizational planning and strategy as a member of the management team

KAYJAY Electronics

Position : Business Development Executive - Electronic Security Solutions
(November 2012 to April 2016)

- Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets.
- Researching the needs of other companies and learning who makes decisions about purchasing on electronic security products (Itrack Vehicle Tracking Solution ,CCTV , Alarm, Access controls) on ongoing huge construction projects.
- Contacting potential clients via email or phone to establish rapport and set up meetings.
- Planning and overseeing new marketing initiatives.
- Attending business development meetings, presentations, conferences, and industry events.
- Preparing PowerPoint presentations and sales displays.
- Contacting clients to inform them about new developments in the company's products.
- Developing quotes and proposals.
- Negotiating and renegotiating by phone, email, and in person.
- Developing sales goals for the team and ensuring they are met.
- Training personnel and helping team members develop their skills.
- Maintaining fruitful relationships with existing customers.

SALA GEO Information Systems (Pvt) Ltd

Position : IT Executive (January 2012 to November 2012)

- Developing project scopes and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Coordinate internal resources and third parties/vendors for the flawless execution of the Vehicle Tracking Project
- Ensure resource availability, recruitment and allocation of the required technical and sales staff
- Develop a detailed marketing plan to acquire the identified market segments.
- Measure sales and technical performance using appropriate systems, tools and techniques
- Report and escalate to management as needed
- Manage the relationship with the client and all stakeholders
- Create and maintain comprehensive project documentation

SALA GEO Information Systems (Pvt) Ltd

Position : Product Development Executive (July 2011 to January 2012)

- Managing the product development process from the concept phase to the post-launch analysis phase.
- Involvement in new product concept brainstorming meetings.
- Primary liaison with overseas vendors for Product Development from artwork to product specifications, sculpting, and sample approval. Negotiate pricing with overseas vendors.
- Ensure the accuracy of product and packaging samples and seek required approvals.
- Following all the guidelines with relevant government authorities in order to obtain the TRC , MOD and Vendor licenses and continuation of the documentation process on renewals of the licenses.
- Initiates collateral requests within the Creative Department and/or with outside service vendors.

SALA Enterprises (Pvt) Ltd

Position : Sales Coordinator (February 2011 to July 2011)

- Assisting team members with day to day marketing tasks and coordinating marketing projects and activities as requested.
- Supporting the in-house marketing and design team by coordinating and collating content.
- Producing additional marketing communications, such as flyers, brochures and exhibition-related projects.
- Setting up tracking systems for marketing campaigns and online activities.
- Track competitor activity by keeping abreast of market changes and the marketing mix used by competitors.
- Assisting with the production of artwork, sourcing images.
- Produce clear and concise written correspondence in the form of letters and emails.
- Preparation of Tender Documents, company representation to the tender Opening sessions and coordination other tender related activities like bid bonds, performance bonds etc.

TECHNICAL EXPERTISE

Programming Language experience Java,
C and C#

Software Engineering
UML(Rational Rose)

Web Based development
Html,Java script

Database Experience
SQL Server 2005,MySQL

Experience with tools
CorelDraw, Rational Rose, Adobe Photoshop, 3D Studio Max, Moho,
Microsoft office, NetBeans, Macromedia Dreamweaver
MS Office – MS Word, MS Excel, MS PowerPoint, MS Project

EXTRA-CURRICULAR ACTIVITIES

Sri Lanka Institute of Information Technology

- Involved with social activities in the University.
- Was a member of the team that won the award for the best drama at the SLIIT 10th anniversary students' talent and drama competition [In SLIIT]

Viharamahadevi Balika Vidyalaya, Kiribathgoda

- Participated in the international competition for schools (English) organized by the university of New South Wales.
- Participated in the Royal Australian Chemistry Quiz in 2005 and obtain a credit pass.
- Won certificates for Sinhala Language Competitions.
- Active member of the Media Unit Organizing Committee in year 2005.
- Committee Member of the school IT Society.
- Member of the school Media unit, IT society, Badminton society, chess club and the Swimming club.

REFEREES

1. Mr.Chamara Rathnayaka
Director - Sales
Csquare Holdings Pvt Ltd
No. 7/1, Charlemont Road,
Colombo 06.
Tel : 0777224567

2. Major Sajith Wijekoon
Assistant General Manager - AGM
Kay Jay Electronics (Pvt) Ltd,
618, Aluthmawatha Road,
Colombo 15
Tel : 0777215775

I HEREBY CERTIFY THAT THE ABOVE MENTIONED INFORMATION IS TRUE
AND ACCURATE TO THE BEST OF MY KNOWLEDGE.

K. L. Madushi Nisansala
March 26th , 2018