



## Curriculum Vitae

**ROSHIKA UCHENI** (PGDMM USJP)(DIP IN IT)

# 861, Millennium City, Athurugiriya, Sri Lanka.



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## Covering Letter

Dear Sir / Madam,

Over fifteen years' experience in Sales & Marketing / Operations, Currently I'm looking for a challenging position in your esteemed establishment. Excellent knowledge provided expert assistance at board level for rapid growth companies in areas ranging from Customer Care, Management, Supply Management, Retail Management, Call Center Operations, Delivery Operations, Telemarketing, Online Marketing, Social Marketing, Information Technology, and Sales & Marketing Management.

Offering a rare blend of creative and operational strength recognized the success in growing sales and profit. Strategic approach to building a business is reflected in work, where the concept creation and focus on new business opportunities are sure to deliver impressive bottom-line result. Input has involved brand revitalization that included major shift in brand strategy, operations, product design, business development, marketing communications, and point-of-sale merchandising. Well knowledge of building the client relationship with the company by loyalty customers, and throw knowledge of new trends and new information technology.

During my work experience, responsible for planning, development and implementation of all of the Organization's marketing strategies, marketing communications, and public relation activities, customer care both external and internal.

Qualified the Postgraduate degree in Marketing Management at University of Sri Jayewardenepura and planning to complete the Master degree in Marketing Management (Reading for MBA).

My Objective is to provide my knowledge and experience which I have gathered during my carrier path by full filling the organizational goals and to gain the highest position possible in my carrier through hard working.

I would like to assure you that if given an opportunity, I would bring in can attitude, ability, creativity, initiative, strategies, leadership skills, think out of window to success and to develop market share, market growth by earning profit to the organization.

Thanking you,  
You're sincerely,  
Roshika Ucheni.

## EDUCATIONAL QUALIFICATION

Year	Title	Institute
2013	POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (DEGREE)	USJP
2012	ADVANCE DIPLOMA IN MARKETING MANAGEMENT	USJP
2009	DIPLOMA IN MARKETING MANAGEMENT	USJP
2009	ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA- 1 <sup>ST</sup> STAGE & 2 <sup>ND</sup> STAGE	AAT
2006	NEGOTIATION SKILLS	BRITISH COUNCIL
2006	ESSENTIAL GRAMMER FOR WRITING BUSSINESS LETTER, MEMOS & EMAILS	HAYLEYS BUSINESS SCHOOL
1997	DIPLOMA IN INFORMATION TECHNOLOGY	IRET
1996	ADVANCE LEVEL EXAMINATION	SUJATHA VIDYALALYA
1993	ORDINARY LEVEL EXAMINATION	SUJATHA VIDYALAYA

## PROFESSIONAL QUALIFICATION

COMPANY	DESIGNATION	REPORTING TO
BOOKMARK	HEAD OF OPERATIONS (2016 – PRESENT)	CHAIRMAN

## JOB RESPONSIBILITES

- Creating / Planning and implementing of the Business plan.
- Design an effective system to ensure the team provides accurate report on existing and new business opportunities.
- Developing customer care unit and a loyalty customer base for the company.
- Regular customer feedback and implementation of the division.
- Monitoring customer complain with immediate solutions.
- Maintain up to date knowledge & information with all industry trends, issues and news.
- SWOT analysis and strategic development plans new business opportunities.
- Pro-actively identify new and different business opportunities.
- Conduct a thorough competitor analysis of the market.
- Coaching and monitoring.
- Regularly evaluate systems and processes to ensure that maximum efficiency is achieved by all the departments.
- Operation and management challenges resolving.
- Drove the company to grow by 30%.
- Manage all marketing/promotional/operational/customer care activities.
- Plan and implement advertising and promotional strategy and marketing communication activities.(BTL & ATL)
- Operating and managing a call center inbound and outbound.
- Managing delivery confirmation and delivery coordinating division.
- Recruit, train, develop and motive call center/showroom staff according to company policies and employment and ensure relevant HR procedures are followed (Appraisals, discipline, grievance, etc.)
- Plan, forecast, report on sales, cost and business performance according to company

requirements. Manage P&L and KPI.

- Plan and implement advertising and promotional strategy and marketing communication activities.
- Manage, maintain and report as necessary all merchandise and non-merchandise stock.
- Seek and continuously develop knowledge and information about competitor activity, pricing and tactics and communicate this to relevant departments in the company.
- Manage and maintain effectiveness of IT and other essential in store systems.
- Managing Public relation and corporate media.
- Introduced & managing a corporate sales unit to the company.
- Developing a freelance work from home ladies team for the company.

## PREVIOUS PROFESSIONAL QUALIFICATION

COMPANY	PERIOD	DESIGNATION	REPORTING TO
<b>CEYLON PENCILS (PVT) LTD</b> <b>(3 YEARS)</b>	2012 – 2015	BUSINESS DEVELOPMENT MANAGER – RETAIL OPERATIONS	CHIEF EXECUTIVE OFFICER
<b>KIDDIES &amp; TOYS INTERNATIONAL (FARLIN) (KTI)</b> <b>(4 YEARS)</b>	2009 – 2012	BUSINESS DEVELOPMENT MANAGER – RETAIL OPERATION	MANAGING DIRECTOR
	2008 – 2009	BUSINESS COMMUNICATION MANAGER	
<b>EMAR PHARMA (PVT) LTD</b> <b>(1 YEAR)</b>	2006 - 2007	BRAND MANAGER – KALTAME (SUGER SUBSTITUTE FOR HOTELS) <b>PERIOD ONE YEAR CONTRACT</b>	MARKETING MANAGER
<b>LAKSIRI INFO SOLUTIONS (PVT) LTD</b>  <b>(10 YEAR)</b>	2006 - 2002	ASSISTANT MANAGER - OPERATIONS	OPERATIONS MANAGER
	2002 - 2000	ASSISTANT MANAGER – DATA PROCESSING / BUSINESS DEVELOPMENT & SALES	
	2000 - 1997	ASSISTANT MANAGER – DATA PROCESSING / BUSINESS DEVELOPMENT	
	1997 - 1996	EXECUTIVE – DATA PROCESSING	

## SPECIAL SKILLS

Micro soft Package, designing packages (Photoshop, illustrator, CorelDraw) , internet & email, excellent typing speed, well accounting knowledge, branding, marketing, communication, customer care, operations, ecommerce etc...

## PERSONAL BIOGRAPHY

Full Name	Kuduppilli Arachichige Roshika Ucheni
Date of Birth	1977. 01. 03 <sup>rd</sup>
Gender	Female
Nationality	Sri Lankan
NIC No	775030461V
DL No	B243517
Mob No	076 3700627
E-mail	roshigunaweera@gmail.com
Academics	2009 – 2013 University of Sri Jayewardenepura(Postgraduate degree in marketing management) 1983 – 1996 Sujatha Vidyalaya – Nugegoda 1993 – O/L, 1996 – A/L (Math's Subjects)
Social Works	Active member of Lions Club Club Secretary of Lions Club Colombo Heroes 2016/2017 Executive Director of Aluminum Association of University of Sri Jayewardenepura 2017 up to present.

### Reference:

Mr. Naban Akeel  
Managing Director  
Kiddies & Toys International (Pvt) Ltd  
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The details which I have provided are true to the best of my knowledge.

Thanks & Best Regards,

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Roshi Gunaweera

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Date