



# RUDINI JAYAMAHA

## DETAILS

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Address: N104, The Nest,  
Nivasieपुरa, Kotugoda

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## CAREER OBJECTIVES

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To be a dynamic professional and to work in a challenging environment, that would enable me to be a productive employee for the organisation; to enhance my personal and professional skills; and to pursue career progression.

## EXPERIENCE

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### SOCIAL MEDIA SPECIALIST, EMERGING MEDIA

SEPT 2017 – MARCH 2018

#### Responsibilities:

- Maintaining the social media platforms of Emerging Media as well as of its two subsidiaries
- Writing content for the company's website as well as articles about the products and services offered
- Coordinating with different departments within the company to promote the company's products and services through paid social media campaigns and generating reports to show that KPIs have been achieved
- Liaising with external stakeholders via email and mobile to set up business meetings

### DIGITAL MARKETING EXECUTIVE, LONDON SCHOOL OF MARKETING (LSM)

JULY 2015 – AUG 2017

#### Responsibilities:

- Carried out physical and digital marketing campaigns to promote the company's products by communicating with overseas advertising agencies to run targeted marketing campaigns, as well as running targeted email campaigns through cloud systems such as Mailchimp and Hubspot
- Provided marketing support to the company's international partnership network by arranging dispatch of marketing materials in order to increase brand awareness overseas.
- Wrote content for press releases to announce new partnerships of the company
- Managed the partnerships section on the company's website by uploading profiles of new partners, and looking through a compliance perspective to ensure that all partners adhered to the company's marketing guidelines
- Communicated with the partners via Skype and email to ensure that they receive the necessary marketing support and keeping them updated about company developments through webinars and monthly newsletters

#### Accomplishments:

- Played an active role in organising graduation ceremonies in the UK, on behalf of the students of LSM
- Took part in a growth hacking project conducted by the company to re-structure and revamp its website, in order to increase website visitors

## PROFESSIONAL SKILLS

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Microsoft	●●●●●●●●
Presentations	●●●●●●●●
Social media	●●●●●●●●
Communication	●●●●●●●●
Adaptability	●●●●●●●●
Time Management	●●●●●●●●
Graphic design	●●●●●●
Content writing	●●●●●●●●
Website managing	●●●●●●

## REFERENCES

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**Mr. Anton Dominique**  
**Chief Operating Officer –**  
**London School of Marketing**  
+447879401364  
a.dominique@  
lseeducationgroup.com

**Mrs. Anusha Wickramatunge**  
**Manager, Cash Management**  
**Services – Standard**  
**Chartered Bank**  
0777948346  
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**Mr. C. C. Vidanaarachchi**  
**Project Manager - SimCentric**  
**Technologies (Pvt) Ltd.**  
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## SUB OFFICER, STANDARD CHARTERED BANK – FORT JUNE 2009 – DEC 2011

### Responsibilities:

- Processed inward and outward telegraphic transfers
- Handled foreign cheque purchases
- Processed internal account to account transfers
- Processed SLIPS salary transfers
- Carried out end-of-day reconciliations

### Accomplishments:

- Took part in the company's '*Seeing is Believing*' corporate social responsibility programme by visiting numerous schools in and out of Colombo. Free eye tests and prescriptions were provided to children with poor vision

## INTERNSHIP, STANDARD CHARTERED BANK - NEGOMBO

SEPT 2008 – MAY 2009

### Responsibilities:

- Gained knowledge on the bank's products
- Assisted walk-in customers through the account opening process and debit/credit card applications
- Provided customer service by handling account closures, requests for bank statements and cheque books

## EDUCATION

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### BACHELOR OF BUSINESS – DOUBLE MAJOR IN BUSINESS AND MARKETING

Edith Cowan University — 2012-2015

### ADVANCED LEVELS - CAMBRIDGE

Lyceum International School — June 2008

### ORDINARY LEVELS - EDEXCEL

Sri Lankan International School Jeddah — June 2006

## EXTRA CURRICULAR ACTIVITIES

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- Captained the Western School Band – 2007
- Member of the Tanglaw Toastmasters' Club, Youth Leadership Program – 2004
- Captained the school Netball team – 2004