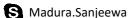


Eligible to work in Germany











LANGUAGES

English Fully Proficient
German Active User
Sinhalese Native

IT SKILLS

Microsoft Office
Microsoft Visio
Microsoft Project
Jira / Trello
Google Analytics
Google Garage Modules

EXPERTISE

Digital Marketing
E-Sports industry
Contract negotiation
Financial Controlling
Project Management
Emotional Inteligence

HOBBIES

E-Sports Stratergy Basket Ball Travelling Mixed Martial Arts

MADURA PERERA MSc. BBA

PROJECT MANAGEMENT | OPERATIONS | MARKETING

WORK EXPERIENCE

Aug'20 - Current Business Development & Finance Manager Xibit

- Managing business operations with internal and external partners.
- Building and optimizing business models and pricing models for strategy meetings.
- Managing NDA's, SPA contracts, and other contracts with relevant stakeholders.
- Working alongside development teams to fulfill client requirements.
- Responsible for managing high-value clients, client engagements, meetings, and closing deals valued at approximately € 50,000.
- Responsible for generating high-quality leads and lead qualification process.

May'19 - May'19 Business Associate Techstars

- Develop B2B and B2C marketing strategies proposals for e-commerce start-ups.
- Organise and facilitate start-up events, and investor rounds.

Nov'18 & Feb'19 Digital Marketing (Business Case) GISMA International

- Conducted live business cases Google Merchandising store and Mont Blanc retreat.
- Using live analytics to monitor, measure and optimize client sites.
- Provide a client Web Analytics report end of each project with recommendations.

Sep' 18 - May'19 Business Analyst ST Microelectronics

- Testing market adaptation of USB-C adapters and USB-C walls sockets.
- Identifying and analysing product adaptation of USB type C.

Jun'16 - Sep'17 Project Manager Unilever PLC

- Produce forecast reports, and recommendation for steering committee meetings.
- Achieved cost saving through contract renegotiation, and process improvements.
- Develop and implement an automated integrated product claiming processes.
- Accountable for performing routine year to date margin leakage checks.
- Managed operations in IT-Sales, IT-Marketing, and HR applications.

Jul'15 - Jan'16 PMO Coordinator Belfry Developments

- Performed project coordination, audit administration, and document archiving.
- Responsible for managing key client accounts, and sales contracts.
- Managed internal and external stakeholder communication.

EDUCATION

Sept'18 - Present MSc in Innovation, Strategy & Entrepreneurship

Grenoble Ecole de Management, Berlin

Digital Marketing | Strategic Management and Market Planning

Aug'13 - Apr'17 BBA International Business (Honour)

Northwood University, USA

Project Management | Consumer Behavior | Marketing

ACHIEVEMENTS

gh Achievement Award	Northwood University
gh Achievement Award	Northwood University
gh Achievement Award	Northwood University
ciety Club President	Rotaract Club, District 3220
	gh Achievement Award gh Achievement Award