



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

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|------------------------|------------------------|------------------------------|
| Jun'16 - Jul'17 | High Achievement Award | Northwood University |
| Jun'15 - Jul'16 | High Achievement Award | Northwood University |
| Jun'14 - Jun'15 | High Achievement Award | Northwood University |
| Jun'14 - Jun'15 | Society Club President | Rotaract Club, District 3220 |

Eligible to work in Germany

- Mitte, Berlin
- + (49) 179 2697145
- Madura.P@hotmail.com
- Madura.Sanjeewa
- [Madura-Perera](#)

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 Intelligence

HOBBIES

- E-Sports Strategy
- Basket Ball
- Travelling
- Mixed Martial Arts