

## ARUNA MADHUSHANKA

@ aruna96366@gmail.com

0716508515

Dalugama, Kelaniya

www.linkedin.com/in/aruna-madhushanka



### About

Experienced Marketing and Key Account Management professional with a strong background in the FMCG and food & beverages industry. Skilled in Sales, Marketing, Branding, Account Management, and Pricing. I hold a Master of Information Technology and a Bachelor's of Business Management from the University of Kelaniya. Dynamic and self-motivated, I am passionate about driving growth and delivering results.



### Personal Details

Date of Birth : 23/07/1995

Marital Status : Single



### Experience

#### HVA FOODS PLC

2023 - 06 - Present

Sales and Marketing Executive

Experienced in International Marketing, Pricing, and Key Account Management, both locally and internationally. Skilled in New Product Development and coordinating with production planners to meet deadlines.

#### CONTRINEX CEYLON (PVT) LT D

2021-11 - 2022-12

Market Analyst Executive

Experienced in Lead Generation for the USA, Europe, and Brazil. Skilled in Market and Industry Research, CRM System Management (Salesforce), and Sales Data Analysis. Proficient in researching customer information and assisting the global sales team to increase sales.

#### CARGILLS CEYLON PLC

2020-08 - 2021-11

Executive

Responsible for inventory management at the assigned Cargills outlet. Skilled in marketing and merchandising, sales data analysis, and achieving monthly targets. Proficient in customer service and inquiry management.

#### LB FINANCE PLC

2019 - 03 - 2020 - 05

Management Trainee

Experienced in marketing leasing products and handling marketing communications. Proficient in documentation handling, customer service, and relationship management, with a track record of achieving monthly targets.



### Education

#### University of Kelaniya

2016 - 2020

BBM (Marketing)

GPA 3.4

#### University of Kelaniya

2022 - 2024

M. IT



### Skills

Sales and Account Management, Marketing and Branding, Pricing, Multi-tasking, Analytical and problem solving, SAP



## Reference



**Mr. Nipun Wisnagalage - HVA FOODS PLC**

Regional Manager

nipun@heladiv.com

94772245426



**Mr.DINESH JAYASINGHE - Cargills Ceylon PLC**

Manager

dineshjayasinghe95@gmail.com

94772775828



## Languages



English & Sinhala



## EXTRA CURRICULAR ACTIVITIES



Former director of CSR in FMA, UoK and former member of the University Hockey team in 2018.