




Kasun Rupasingha

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OBJECTIVE

To be an excellent professional while acquiring required training through working in a competitive and dynamic business environment effectively and efficiently in a manner, this gives the maximum contribution towards the success of the organization.

ACADEMIC QUALIFICATION

- **Bachelor of Business Management**
Degree BBM (Specialization in Marketing Management), obtaining 3.03 GPA(Grade Point Average), 2nd Class (Lower Division), Vavuniya Campus, University of Jaffna.
- Reading **Master of Business Administration** – University of Kelaniya, Sri Lanka.
- G.C.E. Advanced Level Examination - 2009.

School : Dharmaraja College- Kandy

Results : Business Studies - A
Economics - B
Accounting - B

- G.C.E. Ordinary Level Examination - 2006.
School : Vidyarthi College- Kandy
Results : 6 A's 1C'
3 B's

PROFESSIONAL QUALIFICATION

- Followed digital marketing diploma course in "E-Minds Academy"

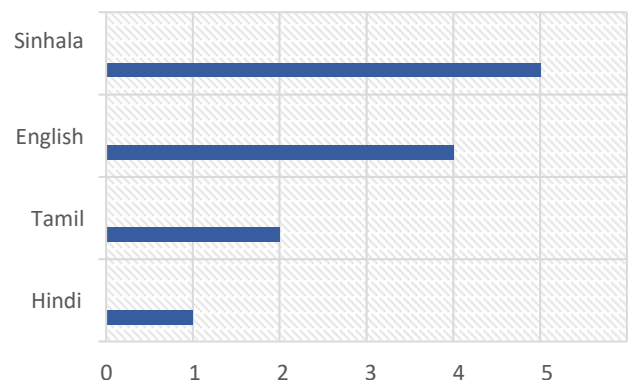
PERSONAL DETAILS

- Date of Birth : 27th June 1990
- Age : 33 years
- Gender : Male
- Civil Status : Married
- Nationality : Sri Lankan
- Religion : Buddhist

IT SKILLS

- Proficient in Microsoft Applications such as, MS word, MS Access, and MS Power Point & MS Excel.
- Possess a good working knowledge on digital marketing & social media marketing activities.
- Proficient in **Tally Accounting** System
- Can Manage **Adobe Photoshop**

COMMUNICATION SKILLS



WORKING EXPERIENCES

Company & Duration	Position	Duties & Responsibilities
Union Bank Finance PLC 2023 August to till now	Assistant Manager- Marketing Communication	Planning & Monitoring All Branding & Advertising Activities. Coordinating Outdoor Agencies & Suppliers. Planning, Implementing & Monitoring all Digital Marketing Activities.
Senura Group of Company (Pvt) Ltd 2017 October to 2023 August.	Assistant Manager- Sales & Marketing	Planning, Implementing & Monitoring all Sales & Sales Administration works. Planning, Implementing & Monitoring all Marketing Communication Works Planning, Implementing & Monitoring all Digital Marketing Works Planning & organizing event management works in The Senura Entertainment.
Al Mana Car Rental Enterprises (Nissan)– National (Saleh Al Hamed Al Mana Co.) Doha, Qatar. 2016 April to 2017 August.	Executive - Sales & Marketing	Handling the customers. Engaging the promotional & marketing Communication activates. Managing the branch individually. Planning & arranging the customer requirements. Involve in developing new marketing channels to increase sales. Handled an assigned corporate client portfolio. Developed the corporate client base of the company. Involve in developing special corporate packages & quotation for customers. Negotiating customer orders. Handling customer complains. Preparation of interim sales reports.
Union Bank Finance PLC 2015 January to 2015 September.	Executive- Marketing Communication	Making Strategic planning for Branding. Planning, Organizing & Conducting Advertising campaign. Event Organization. Marketing research for new advertising campaign. Prepared Annual Advertising Budget. Follow-up Central Bank Regulations for Advertising. Coordinating branches for Brand promotion. Regular branch visit. Handling all the activities regarding the new branch opening. Planning & Conducting Social media Activities. Handling Suppliers. Handle customer service activities.

EXTRA CURRICULAR ACTIVITIES

Post Held

- Secretary of Students' Union in year 2013/2014 - Faculty of Business Studies, Vavuniya Campus.
- Captain of the University of Jaffna Table Tennis team in year 2012-2013.
- President, Sport Council, Vavuniya Campus, University of Jaffna in year 2012/2013.
- President, Sport Council, Vavuniya Campus, University of Jaffna in year 2012/2013.
- Committee member of Dharmaraja College Co-operate society in year 2008-2009.
- Committee member of Dharmaraja College Buddhist society in year 2008-2009.
- Secretary of Vidyarthi College Environmental Club in year 2005-2006.
- Head Prefect, Sri Wajiragnana Damma School-Kandy.

Major Achievements

- University of Jaffna full colors in years 2012, 2013 and 2014.
- University of Jaffna, Table Tennis single, double and mix double Champion in years 2012, 2013 and 2014.
- Runner-up under 16 all Island Table Tennis Novices Championship, 2004
- Runner-up under 16 all Island Table Tennis Team Championship, 2004
- Obtained Qatar Driving License

NON-RELATED REFREES

Mr. Pawan Senadheera
General Manager – PM Fernando(Pvt) Ltd.
Mobile: +9471 1858911

Mr. Subhagya Rajaweda
Head of Business
Colombo International School,
Mavilmada, Kandy.
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