

Kasun Liyanarachchi Don

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UQ Finance major in a high performing software sales team with a passion for technology. Looking to leverage valuable experience in eCommerce, institutional finance, economic consulting and team leadership. Both driven and able to take initiative, having successfully run a business for the last 2 years of university with seed funding from UQ Ventures.

EDUCATION

University of Queensland (UQ) **Brisbane, Australia**

Bachelor of Commerce Majoring in Finance

Dec 2021

- **Relevant Coursework:** Financial Management, Corporate Finance, Asset Pricing, Banking and Lending Decisions, Management Accounting and Financial Reporting.

Brisbane State High School

Brisbane, Australia

Queensland Certificate of Education (QCE)

2013-2017

- **QTAC Overall Position: 3**
- **Relevant Coursework:** Physics, Economics, Mathematics B, Mathematics C, Aerospace Studies

WORK EXPERIENCE

TANDA **Brisbane, Australia**

Workforce Management Consultant (SDR)

MAY 2022 - Current

- 5000+ target accounts and information qualified leads generated for stage one of sales cycle
- Enriched lead data in Hubspot to increase sales development representatives' efficiency
- Building a web scraper for lead scraping using python

HOIL.com.au

Brisbane, Australia

Founder

MAY 2020 – FEB 2022

- Sold high concentration Hemp Seed Oil through an eCommerce store
- Imported bulk shipments of 1000+ units per order
- Negotiated with factories and freight forwarders
- Devised a pricing strategy to maximise average order value
- Optimised packaging and shipping process over several iterations to ensure customer satisfaction

China Construction Bank

Brisbane, Australia

Corporate and Institutional Banking Analyst - Intern

JAN 2020

- Analysed the Purpose-Built Student Accommodation market and opportunities for Built-to-Rent development, in Queensland and South Australia, for future lending considerations
 - Determined investment risk and analysed other criteria for debt financing
 - Presented findings to the Director and Associate Director
- Analysed the Australian logistics industry with a primary focus on air freight and the underlying infrastructure facilitating the movement and presented findings as a team

UQ Ventures: Startup Academy

Brisbane, Australia

Runner up

APR 2019

- Innovated a solution for the issue of Medication Nonadherence which costs the United States health system alone over \$300Billion annually.

- Presented the business idea to a panel of judges after the 2-month mentorship and development program
- Received 2nd place and prize money of \$3000

HIKA Design Service Pty Ltd

B2B Sales and Marketing

Brisbane, Australia

MAY 2018 – JUN 2019

- Built a new company website on WordPress (Hikadesign.com)
- Assisted in negotiating client contracts through prospecting and generating leads
- Created instructional videos to increase the efficiency of training employees/interns in PLS CAD
- Learned and used PLS CAD for powerline design

Alliance Finance

Digital Marketing, Summer Internship

Colombo, Sri Lanka

DEC 2017 – JAN 2018

- Created a vehicle financing promotional offer for the target demographic
- Increased sales volume by recommended advertising in a national newspaper based on the older target demographic and relative level of income
- Proposed a redesign of the pedestrian crossing/traffic island outside of the head office displaying company branding by meeting with the Sri Lankan Road Development Authority

LEADERSHIP

Pro Bono Econos

Treasurer, Pro bono consulting

Brisbane, Australia

NOV 2019 – NOV 2020

- Led a team appointed to provide economic/financial analysis and reporting to further the impact of not-for-profit organisations
 - Project 1:
 - Footprints Brisbane: Mental Health Department
 - Determined how the organisation could increase spending efficiency and apply for more grants to increase the impact of the organisation

FMAA Asset Management Case Competition

Team Leader

Brisbane, Australia

MAR 2019

- Valued and analysed the given equity, Lendlease Group stock, setting a 12-month target price (\$19.78) and recommending it a buy
- Proceeded successfully to the second-round stock pitching presentations
- Valued the stock within the given five-day period by implementing Discounted Cash Flow Method and Comparable Analysis, with assumptions and sensitivity analysis detailed in the presentation

SKILLS, ACTIVITIES & INTERESTS

Languages: Native in English, Fluent in Sinhala

Technical Skills: Microsoft Excel, HTML Code, Google Analytics, Facebook Ads Manager, Word Press, Adobe Photoshop, Google Ad Manager, Shopify

Certifications & Training: CPR Trained, Certificate III in Active Volunteering, Blue Card Holder

Activities: Financial Management Association Australia (FMAA) member, UQ Idea Hub student, UQ Entrepreneurship and Innovation Society

Interests: Volleyball, Formula 1, Financial Markets, Running

Referees Upon Request
