



ASANKA WICKRAMASEKERA

Experienced digital marketing manager with extensive experience building, maintaining and running successful digital marketing campaigns. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence.

CONTACT INFORMATION

Address: 187-34, Hospital Road,
Kalubovila.

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Mobile: 077 449 5511

SKILLS

- Marketing analytics
- Social media marketing and advertising
- Email marketing
- Strategic planning

EDUCATION

MSc in Strategic Marketing

Expected Completion: 2023
Cardiff Metropolitan University,
Cardiff, United Kingdom.

Diploma in Network Centered Computing

National Institute of Information
Technology (NIIT),
Colombo 04, Sri Lanka.

Certificate in Java

Software Technology Globe (STG),
Colombo 07, Sri Lanka.

Computer Awareness Programme

Faculty of Engineering Technology,
The Open University of Sri Lanka,
Colombo, Sri Lanka.

General Certificate of Education (Advance Level)

St. Peters College,
Colombo 04, Sri Lanka.

The Fundamentals of Digital Marketing

Google Digital Garage

REFERENCE

Reference available upon request.

EXPERIENCE

Senior Manager – Digital Marketing | 2015 – Present

Nexus Systems Labs (Private) Limited, Colombo, Sri Lanka.

- Plan and execute digital marketing, including, email, social media, and display advertising campaigns.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Establish the end-to-end digital marketing capabilities and strategy that align with the needs and goals of the businesses.

Investment Advisor | 2014 – 2015

National Asset Management Limited, Colombo 03, Sri Lanka.

(Subsidiary of DFCC Bank PLC and Union Bank of Colombo PLC)

- Advising clients existing and prospective clients to ascertain financial goals and provide recommendations on investment solutions.
- Oversaw new business development, including cold calling, networking, and lead generation.
- Archived 100 million rupees in sales, the highest sales goal in the company's history.

Business Development Manager | 2008 – 2014

Bay Runner Technologies, San Francisco, United States.

- Researched and identified new business opportunities, including new markets, growth areas, trends, customers, partnerships, products, and services.
- Established relationships with key decision-makers within the customer's organization to promote growth and retention.
- Strategized and implemented successful approaches to revitalize underperforming products.

Business Development Executive | 2003 – 2008

Bay Runner Technologies, San Francisco, United States.

- Developed new business to increase volume revenue, growth, and a strong sale pipeline.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Negotiated and closed long-term agreements with new clients in assigned territory.

Operation Assistant– Primary Dealer | 2002 – 2002

Seylan Bank Asset Management Limited, Colombo 03, Sri Lanka.

(Subsidiary of Seylan Bank PLC)

- Maintained and updated documents and computer systems in order to ensure that the bank has precise financial information.
- Provided reports, forecast analysis, and ad-hoc reporting in support of decision-making.

I certify that all information stated in this curriculum vitae is true and complete to the best of my knowledge.

Asanka Wickramasekera