

SANJEEWA WARUSAWITHARANA

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CAREER OBJECTIVE

Aspire to become a Digital Marketing Team Leader of a Global Organization.

PERSONAL INFORMATION

Date of Birth : 30th May 1986

Sex : Male

Marital Status : Married

Passport No. : N1640545

Nationality : Sri Lankan

WORK EXPERIENCE

- Digital Specialist – Planning at Maxus Global Media, Sri Lanka from 2015 – Current
 - Planning and Executing both International, Regional & local Digital Marketing Campaigns. (examples: American Express Cards, Hero Motorcorp, Ferrar & Audi)
 - Connecting innovative solutions of Maxus Metalworks for potential clients in Sri Lanka. (Maxus Metalworks – Provolv Project to Dialog Sri Lanka)
- Worked as an eCommerce Specialist at DHL Express, Sri Lanka – 2012/2015
 - Responsible for building the eCommerce Strategy and roadmap for DHL Express - Sri Lanka.
 - Headed the First HSBC Trade Automation Project at DHL Express 2014 with teams from DHL Express Hong Kong and HSBC Hong Kong, Canada & China Teams
 - eCommerce Digital Campaign Planning and Action Plans – Launched MyDHL in Sri Lanka

- Worked as an eCommerce Executive at DHL Express, Sri Lanka – 2011/2012
 - Identifying the meeting customer needs with standard global eSolutions
 - Assisting and Educating Customers and Initiating Awareness Programs
 - Analyzing reports and data on Country eCommerce Performance and identify areas for growth
- Worked as a Marketing Executive at Cera Serve Enterprise – 2008/2010
 - Represented the Company at The Ceramictec Exhibition and Trade Fair in Munich, Germany
 - Digital Promotion of Ceramic Raw Materials and Machinery
 - Developed confident and reliable Customer and Supplier relations
 - Coordinated activities and projects with clients and foreign Technicians to ensure best service

PROFESSIONAL QUALIFICATIONS

- Professional Diploma in Marketing – 2009
 - Successfully Completed - Chartered Institute of Marketing (ACIM)
- Certified Internet Marketing Professional – (CIMP) - 2014
- Google Adword Certified
- Facebook Blueprint Certified

ACADEMIC QUALIFICATIONS AND RECOGNITIONS

- Graduate of B.Sc. Honours in Business Management – 2008
 - University of Wales (UOF), U.K.
 - Successfully completed the degree with a First Class Honours
 - Specialized in Marketing and Finance
- General Certificate of Education (G.C.E) Advanced Level Examination – 2005
 - Successfully completed with three Distinctions for Business Studies, Accounting and General English, and a Very Good Pass in Economics.

- Obtained a score of 65 for the Common General Test.
- G.C.E. Advanced Level Best Results - Top 10 Prize Winner - S. Thomas' College, Mount Lavinia.
- General Certificate of Education (G.C.E) Ordinary Level Examination – 2002
 - Successfully completed with Six Distinctions (Science and Technology, English Language, Mathematics, Buddhism, Art, Business Studies and Accounts) and two Very Good Passes (Sinhala Language, Social Studies and History).
 - Successful Completion of Accelerated Learning Workshop – Conducted by Academy of Accelerated Learning and Self Development.

RESEARCH EXPERIENCE

- RLPS- Real Life Problem Solving Module - 2008
 - Completed at Unilever Sri Lanka (USL) - Employer Branding Research
- Imperial Institute of Higher Education – Final Year Dissertation - 2008
 - Research study conducted on “The Impact of Continuous Improvement Techniques on Productivity” - Lanka Walltile Limited
- “Wild Elephant” Energy Drink Advertising Campaign - 2007
 - Evaluated the Effectiveness of Integrated Marketing Communication - Ceylon Cold Stores Ltd.

SKILLS AND ABILITIES

- Competent in working in a computerized environment and use of Internet.
- Ability to work with software packages such as, Microsoft Office, SPSS, Flash Presentation etc.

EXTRACURRICULAR ACTIVITIES

- Imperial Institute of Higher Education - Student Union - Committee Member – 2007

S.Thomas'College–MountLavinia

- Numismatic Club - Executive Committee Member 2004/2005
- Commerce Society - Committee Member 2004
- Royal Commerce Quiz Competition – Team member 2004
- Automobile Association - Chief Organizer/Event Coordinator 2003
- Seylan Bank - Manager (President) of the Students' Savings Centre 2003/2004

S.Thomas'PreparatorySchool–Colombo03

- Buddhist Students Union - Assistant Secretary 2002
- Interact Club – Committee Member – 2001/2002
- Interact Club – Awarded as the Most Outstanding Interactor – 2001/2002
- Philatelic Society - Committee Member 2001/2003

INTERESTS AND ACTIVITIES

Archery

- Member of the Race Course Archery Club of Colombo
- Listed as Top 10 Archers - 10th National Archery Championships 2009 – Novices

Badminton

- Represented Imperial Institute of Higher Education in Inter-University Badminton Tournament 2007 – 2nd Runner-up
- S. Thomas' Preparatory School Under 19 Badminton Captain for the academic year – 2001/2002
- Zonal Championship Tournament 2000 – Colombo Central Zonal Champion
- Participated in Junior National Championship – 2000

Basketball

- S. Thomas' Preparatory School Under 19 Basketball Vice-Captain for the academic year – 2001/2002

TableTennis

- Inter-Imperial Table Tennis Tournament 2007 - Men's Single Champion

Adventure Sports

- Member of the 4x4 Adventure Club of Sri Lanka - 2009 to Present
- LAUREL Leadership & Life Skills Training Academy – “Training Program of Leadership and Effective Work Life Balance” – 2007
- Outbound Training Camp – Kithulgala 2007

Other Interests

- Reading, Travelling, Hiking, Camping, Wild Life, Photography

LANGUAGES

- Excellent command in written and verbal communication in English and Sinhala Languages

REFEREES

(1) Mr. Trevor Mendis

Academic Director

Imperial Institute of Higher Education

Tel : 00-94-112-598 772

(2) Mrs. Nalini Coswatte

Former Consultant to the International Finance Corporation (IFC), Asian Development Bank (ADB), the World Bank and the Commonwealth Secretariat

Tel: 00-94-112-823450