



# Gayanath Wimaladasa

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## Objective

To attain a position in an organization which would give me the opportunity to use and develop, skills & knowledge gained by me in the Marketing and Branding Field, and that would give me the chance to learn new skills, while working under situations that would be both challenging and demanding, in the process of realizing organizational goals.

## Experience

### Senior Executive

#### **LOLC Finance PLC**

Rajagiriya

September-2006 - Currently

#### **-Handling Marketing and Branding activities (Including Social Media, ATL, BTL Advertising)**

- Leasing
- Micro Loans
- Gold Loans

#### **-Handling all Events of LOLC Finance PLC**

- Sport Day
- Staff award ceremony

#### **-Handling all CSR projects of LOLC Finance PLC**

- Student Scholarship Program
- Tree planting campaign
- Production of video clips about events

#### **-Conducting Staff Training of LOLC Finance PLC**

- Conducting Internal Training for staff under client protection and customer service
- Production of video clips for internal staff trainings

#### **-Build up a photo Gallery to the Company**

#### **-Attended for an exposure visit in Cambodia in 2016**

#### **-Attended Asia's Largest Marketing Conference "Game of Marketing" conducted by Philippines Marketing Association @ Philippines in 2017**

#### **Career Growth in LOLC**

- Joined Lanka Orix Leasing Company in 2006.
- Promoted to **Microfinance Assistant** Grade in 2008 at Lanka Orix Leasing Company.
- Promoted to **Officer** Grade in 2010 at Lanka Orix Leasing Company.
- Promoted to **Senior Officer** Grade in 2011 at Lanka Orix Leasing Company.
- Promoted to **Junior Executive** Grade in 2013 at Lanka Orix Leasing Company.
- Promoted to **Executive** Grade in 2015 at Lanka Orix Leasing Company.

-Promoted to **Senior Executive** Grade in 2017 at Lanka Orix Leasing Company.

### **Personal Assistant to CEO**

#### **Galpaditenna Tea Factory**

Lellopitiya, Rathnapura

January-2004 - September-2006

- Handling all personal works of CEO
- Conduct Training Program for Factory Staff
- Participated for Audits

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### **Education**

#### **G.C.E. O/L Examination**

##### **R/Gankanda Central College**

Pelmadulla

1998

#### **G.C.E A/L Examination**

##### **R/Gankanda Central College**

Pelmadulla

2003

#### **Diploma in Microfinance**

##### **Institute of Bankers Sri Lanka (IBSL)**

Colombo

2010

#### **Diploma in Strategic Brand Management**

##### **Sri Lanka Institute of Marketing (SLIM)**

Colombo

2017

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### **Skills**

Good team player and motivating colleagues, Ability of organizing and effective networking, Excellent Communication & Presentation skills(Both English and Sinhala), Creative Thinking, Problem Solving skills, Good Trainer, Analytical Skills, Photography Skill

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### **Languages**

**Sinhala / English**

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## **References**

**Mr. Tharaka Dias**

**Director**

Essence BT,

71, Parakrama mawatha,

Hokandara North

Mobile- 0773-869007

**Mr. Dulkith Hettiarachchi**

**Managing Director,**

Dulgee Creations,

Moratuwa.

Mobile- 0766-382200