# Rosch Dwayne Dehoedt

+94 772186241    dwaynedehoedt.rosch@gmail.com    LinkedIn    GitHub

---

## About Me

Results-driven **Sales Development Representative (SDR)** and undergraduate in Computer Science and Software Engineering at SLIIT City University. Skilled in outbound lead generation across **USA, Europe, and APAC** using tools like **Apollo.io, Clay, Instantly, and Lusha**. Formerly at **WSO2 and T3X**, where I drove global SaaS outreach via email, LinkedIn, and cold calling. Passionate about tech, community building, and personalized prospecting strategies. Proven ability to work remotely, deliver measurable results, and contribute meaningfully to high-growth teams.

---

## Education

**SLIIT CITY UNI**                                                                                                       **Feb 2023 – Present**

*Bachelor of Science with Honors in Computer Science.*                                                         *Sri Lanka*

Completed Foundation Certificate in Information Technology at SLIIT CITY UNI, Colombo 03. Started in February 2022.

General Certificate of Examinations (Ordinary Level) 9 Passes in 2019. Index Number - 91485517s. (Holy Cross Collage Kalutara)

---

## Experience

**T3X Solutions**                                                                                                        **Jan 2025 – Present**

*Account Manager*

- Based in Sri Lanka, I work as an Account Manager at T3X Solutions, overseeing client relationships and outbound engagement efforts across the Sri Lankan and UK markets. I lead a two member team responsible for prospecting and nurturing leads using tools such as **Apollo.io, Clay, Instantly, and Lusha**. My responsibilities include managing the full sales cycle from initial outreach via **cold calls and LinkedIn to converting prospects** into long term clients. I maintain strong communication with key stakeholders, ensuring their needs are met while identifying upselling opportunities. Additionally, I create personalized messaging, content driven outreach (like LinkedIn mini blogs and cold email templates), and collaborate with marketing to refine ICP targeting and positioning. I track account and campaign performance through Notion, Google Sheets, and CRM tools to ensure transparency, client satisfaction, and strategic alignment.

**WSO2**                                                                                                                   **Sep 2024 – Feb 2025**

*Intern Sales Development Representative*

- Conducted targeted **LinkedIn outreach** to engage developers and promote Choreo, a SaaS platform, across **Europe**, the **USA**, and the **APAC** region, increasing awareness and driving interest.
- Managed and executed **email marketing** campaigns using **Apollo.io**, personalizing outreach for different regions to enhance engagement and response rates.
- Performed **cold calling** to potential leads across **Europe, the USA, and APAC**, effectively communicating Choreo's value proposition and qualifying prospects.
- Created **mini LinkedIn blogs** to share industry insights, positioning WSO2 as a thought leader and increasing engagement with the global developer community.
- Assisted in **developing and optimizing marketing strategies**, ensuring outreach campaigns were tailored to regional market needs for improved lead conversion and platform adoption.

**HSBC**                                                                                      **Jun 2023 – Sep 2024**

*Customer Solution Representative*

- Improved customer satisfaction by efficiently resolving inquiries, collaborating with teams to implement digital credit card solutions, and managing high-volume interactions with a focus on professionalism and quality service.

**Awards and Recognition**

- WPB Sales & Services Recognition Award Annual 2023: Top Performer in Outbound Digital Card.
- WPB Sales & Services Recognition Award Q4 2023: Top Performer in Outbound Digital Card.
- Beat Your Personal Best Recognition Award: March and February 2024.

## Projects

### Plant Pedia - E-commerce website. | Github

*[HTML, CSS, JavaScript. SQL, PHP]*

- Developed Plant Pedia, a responsive e-commerce website using HTML, CSS, JavaScript, PHP, and SQL. Features include product listings, and a contact form, with backend management of inventory, user authentication, and orders

### The Gallery Cafe Web Application. | Github

*[HTML, CSS, JavaScript. SQL, PHP]*

- Developed a dynamic, database-driven web application for The Gallery Cafe, featuring an interactive homepage, detailed menu, and reservation system. Built with HTML, CSS, JavaScript, PHP, and MySQL, managed via Git and GitHub.

### ScholarX Platform (Community Developer)| Github

*[React]*

- Contributed to the ScholarX Platform as a Community Developer, where I was responsible for implementing new features and resolving existing issues.

### FetchFood Mobile App. | Github

*[Kotlin, Android SDK, Firebase Firestore]*

- Developed FetchFood, a mobile e-commerce app for dog food using Kotlin and Firebase Firestore. Features personalized cart and checkout functionality, user profiles enhancing user engagement and experience.

### Idam Kadam Lanka - WordPress E-commerce website| Web

## Technical Skills

**Languages**: HTML, CSS, JavaScript, SQL, PHP, Bootstrap, Java, React, Dart, Flutter, C++
**Database**: MySQL, Firebase Firestore
**Version Controlling**: Git , GitHub
**IDEs:** Visual Studio Code, Visual Studio, Android Studio, IntelliJ
**UI UX:** Figma, Canva
**OS :** Windows, Mac , Linux,
**Willing to learn and work :** Angular framework, C#, Azure, DevOps, Go, Graphql

## Professional Skills

Problem Solving
Team Collaboration

Time Management
Leadership and Development
Presentation Skills
Communication
Quick Learner

## **Extracurricular Activities**

Rotaract Member, SLIIT University

Participant, All Island Inter Individual Chess Championship 2011

College Junior Prefect, Holy Cross College 2018, 2019, 2020c

Swimming Champion, Holy Cross College 2017, 2018

Orchestra Member (Guitarist), Holy Cross College 2016-2018

Co-Founder, ARTIUMPIX Studio 2022
*Started a photography studio, ARTIUMPIX Studio, with a colleague, focusing on providing professional photography services and creative visual solutions.*

Swimmer, Mercantile 2023 (Representing HSBC)
*2023 Represented HSBC in the Mercantile Swimming Championship, demonstrating   competitive swimming skills and contributing to the team's performance*

*I hereby certify that the information provided above is true and accurate to the best of my knowledge.*