

# SESAMY MALWENNA

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## SUMMARISED RESUME

Over 10 years of B2C & B2B marketing experience in FMCG, F&B, hospitality, and banking sectors. I have performed in brand management, channel marketing, and marketing consultancy roles across local and international markets. I bring a wealth of experience in personal care, beauty, home care, and food & beverage categories. My track record showcases a strong dedication to data-driven, consumer-centric decision-making, driving profitable growth. Over 5 years of leadership experience adeptly overseeing and nurturing subordinates to achieve collective success.

## SKILL SUMMARY

- Crafting and deploying brand marketing campaigns in local and global markets
- Research & data analytics (Kantar, Nielsen, GWI, Euromonitor, Lumina, Anaplan, Power BI)
- Integrate market/consumer trends in business plans
- Highly proficient in MS Office packages
- Successfully managing networks & stakeholders to deliver innovations (NPD)
- Manage budget & optimize cost to ensure business profitability (P&L management)
- Excellent at crisis management & vitalising the team for higher performance

## CAREER EXPERIENCE

### MARKETING CONSULTANT - OFF THE RUCK CONSULTANCY

(MAR 2023– PRESENT)

- Evaluating the client’s current marketing mix strategies and executions
- Analyzing industry and competitor context
- Identifying gaps in the market and marketing mix
- Collaborating with the clients to unlock market beating, sustained and profitable growth

### SENIOR BRAND MANAGER – UNILEVER SRI LANKA LTD

VIM DISHWASH & SURFACE CLEANER (FEB 2022– OCT 2022)

- Led **brand marketing plans** for Vim Dishwash & Vim Multi Surface Cleaner portfolios
- Managed **Innovation, Renovations and Savings projects** to deliver profitable growth
- **Collaborated** with internal cross-functional teams, Global Brand Development teams, agencies, consumer research companies, etc. for campaigns, innovations, and market deployment projects
- Conducted regular **data-driven & qualitative analysis** on consumers, customer, market, industry, and competition to evaluate business performance and identify growth opportunities
- Crafted and deployed effective communications to minimize category degradation during the recession by **uncovering actionable consumer insights**
- Launched access packs in dishwash liquids & bars to **recession proof portfolio**
- Led the **purpose campaign** localization with the global brand development team and global/local agencies
- Led Vim Surface Cleaner portfolio **relaunch with formulation, packaging, and portfolio revisions**

### BRAND MANAGER – UNILEVER SRI LANKA LTD

CLEAR & LIFEBUOY SHAMPOO (OCT 2019– FEB 2022)

- **Re-launched Lifebuoy shampoo** with an improved product mix creating ATL and trade engagement resulting in brand growth across all parameters: Sales, Profit, Equity, etc.
- **Managed the marketing mix** to establish Lifebuoy as a VFM, BOP brand creating profitable growth
- Implemented **market development strategies** with compelling communication, driving trials and accelerating soap-to-shampoo conversion, resulting in a notable **increase in hair care category penetration**
- **Corrected the communication mix** on Clear Unisex portfolio after 3 years, resulting in the growth of brand equity parameters and penetration
- **Revamped Clear's Instagram and Facebook pages**, elevating our brand identity and fostering consumer engagement. This effort was acknowledged and appreciated by the Clear Global Brand Team
- Successfully **launched Clear Men Deep Cleanse** variant with contextualized communication amidst the Covid pandemic, resulting in **double-digit sales growth of Clear Men in 2020**
- **Entered Esports with Clear Men** and launched a thematic promotion partnering with ROG to create engagement. **Double digital sales growth in 2021** amidst Covid and sachet pack format ban crisis
- Supported in **crafting the 3-year category strategy** and brand plans to recover from the sachet pack format ban crisis and ensure profitable growth in both volume and value

**ASSISTANT BRAND MANAGER – UNILEVER SRI LANKA LTD**

AXE & CLOSEUP (MAY 2018 – OCT 2019)

- Managed Axe and Closeup portfolios, **reporting directly to the Oral and Deodorant Category Head**
- Successfully **launched Axe “Ticket”, the entry price pack** to democratize the fragrance market for all income classes. Carried out launch campaigns across platforms, ATL & BTL
- Supported in crafting the **3-year strategy for Deo Category and Axe brand**
- Conducted **consumer research to understand the Sri Lankan fragrance profile** and created the **innovation pipeline** based on opportunities in the Deo & Fragrance category
- **Launched Closeup Naturals Range** in Oral Care, premiumizing the portfolio
- **Launched 2 communication assets short and long form for Closeup.** Created brand engagement among youth with relevant and timely insight. (Closeup Break the Barriers – “Face it before Facebook” )
- Supported in **crafting the 3-year strategy for the Oral Care category** and created the brand plan for Closeup to develop a gel sub-segment by introducing an **access pack to remove the entry price barrier**

**MARKETING & COMMUNICATIONS EXECUTIVE - DILMAH CEYLON TEA SERVICES PLC**

GLOBAL MARKETS (APR 2016 – MAY 2018)

- Developed and deployed **marketing campaigns in global markets** (Singapore, Sweden, UAE, etc.)
- **Managed websites, social media and apps.** Developed and deployed content across platforms
- **Operated exhibition stalls** in Trade Fairs (e.g.: Gulfood – Dubai) to generate business leads
- Initiated and conducted **Sales Training Programs** in multiple countries for distributors and partners
- Managed the **marketing and food & beverage menu for the restaurant chain “t-lounge by Dilmah”**
- **Launched t-lounge outlets** in India and Dubai with campaigns including **PR and influencer marketing**
- Managed **Dilmah tea competitions** ( E.g.: partnership with **Global Pastry Chefs Challenge 2018, Bocuse d’Or Challenge Asia Pacific 2018**)
- **Worked with hospitality businesses** across the world to incorporate Dilmah into their menus (E.g.- MC Café Menu in Malaysia, Cafes in Singapore, Accor Hotels, Pullman Hotels, etc.)

**OPERATIONS ASSOCIATE FOR CHANNEL MARKETING - UNILEVER SRI LANKA LTD**

SRI LANKA & MALDIVES (AUG 2013 – AUG 2015)

- Supported in managing portfolios under the brands **Knorr, Hellman’s Carte D’or, Astra, Lady’s Choice**
- Deployed **marketing campaigns in Sri Lanka & Maldives** targeting **hospitality professionals**
- Led the Unilever Food Solutions **website relaunch** optimizing the consumer journey
- Conducted digital & on-ground campaigns to drive traffic to the website
- **Launched Knorr Sauces Range** with new recipes and product brochures
- Developed **training material** for the sales team on product knowledge and marketing techniques
- Organized **product demonstration workshops** to educate hospitality professionals of UFS product range
- Supported in developing and executing **business development plans** with effective **trade & customer promotions** to remain competitive in the market while maintaining profitability

**SPECIAL PROJECTS**

- Launched the **first digital sampling platform** for Unilever Sri Lanka - SMARTPICK & acted as the advisor to replicate the model in South African market
- Launched the **first Personal Care Vending Refill Machine** in Sri Lanka & Unilever South Asia region, as part of the Unilever sustainability agenda
- Launched **Lifebuoy Sanitizer Spray** as an agile project during the Covid pandemic
- Worked with Dilmah Conservation & MJF Charitable foundation supporting the company’s **social & sustainability initiatives**

**EDUCATIONAL QUALIFICATIONS**

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- **MSc in Digital Marketing** – Nottingham Trent University (2023)
  - **Fundamentals of Digital Marketing & Google Analytics** – Google Digital Garage (2023)
  - **Professional Postgraduate Diploma in Marketing** - Chartered Institute of Marketing (2018)
  - **Master of Business Administration** - Cardiff Metropolitan University of the United Kingdom (2016)
  - **BSc in Mathematics & Chemistry**- University of Colombo, Sri Lanka (2013)

**REFERENCES**

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Provided upon request