

DARSHANA THARANGE

MARKETING MANAGER | MERCHANDISER

+971 58 308 7628

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#1005, Block B-Al Hasani Building, Al Nahda, Dubai, UAE



PERSONAL DETAILS

Name - D. M. D. Tharange
Birthday - 26-August-1982
Visa Status - Visit Visa

SKILLS

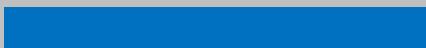
- Communication
- Customer Service
- Attention to Detail
- Time Management
- Teamwork
- Adaptability
- Multitasking
- Physical Stamina
- Interpersonal Skills
- Problem Solving
- Fast Learning Skills
- MS Office Package
- ERP, Internet & Email

EDUCATIONAL QUALIFICATIONS

- Certificate Course in Merchandising at Brandix College of Clothing Technology, Sri Lanka
- Diploma in Microsoft Office at National Youth Service Council
- G. C. E. Advanced Level Examination
- G. C. E. Ordinary Level Examination

LANGUAGES

ENGLISH



KOREAN



HINDI



Experienced Marketing Manager with over 8 years in strategic marketing, merchandise, and supervision. Proven track record in developing and executing successful campaigns. Adept at team leadership and driving business growth through innovative marketing strategies. Looking for a challenging career in the UAE.

EXPERIENCE

MARKETING MANAGER

Java Institute of Advanced Technology  August 2015 to November 2023
Colombo, Sri Lanka


- Overseeing and supervising work carried out by the members of staff assigned to the Department of Marketing.
- Managing and achieving the seasonal targets allocated by the Upper Management to the Department of Marketing, including student enrolments and marketing campaign goals.
- Planning, conducting, and concluding marketing campaigns, including seasonal, annual, and ad-hoc campaigns.
- Coordinating with external parties and stakeholders of the institute with regard to marketing and other associated requirements.
- Collaborating with the Board of Directors, Branch Management, other departments, and interns to achieve cross-departmental targets
- Organizing and conducting student sessions, workshops, exhibitions, and other marketing events in an effective manner.
- Overseeing the formulation and distribution of marketing materials, including advertisements, booklets, profiles, and other elements.

JUNIOR MERCHANDISER

Daya Apparel (Pvt.) Ltd.  July 2014 to May 2015
Colombo, Sri Lanka

- Aid in product selection, ensuring alignment with market trends.
- Manage inventory levels, optimizing stock to meet demand.
- Collaborate with suppliers, negotiate terms, and maintain positive relationships.
- Analyze sales data to inform merchandising decisions.
- Execute visual merchandising strategies for enhanced product visibility.
- Coordinate promotional activities to boost product awareness and sales.
- Monitor competitor trends and pricing strategies for market positioning insights.

LINE SUPERVISOR

Hyundai & Samsung Ship (Sub Company)  August 2008 to June 2013
South Korea

- Oversee production lines, ensuring efficiency and meeting quality standards.
- Train and supervise staff, fostering a productive working environment.
- Manage workflow schedules, optimizing production output and meeting deadlines.
- Collaborate with management to implement process improvements and enhance overall productivity.