

Buwaneka Thilakaratne



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Profile

Results driven marketing professional with over eight (8) years of experience in driving revenue growth, forging strategic partnerships and expanding market presence. Proven track record in identifying new opportunities, developing comprehensive strategies and executing high impact initiatives. Through my experience I developed myself as a confident and effective manager and have the ability to manage my team well and to ensure clients' needs are met whilst securing beneficial outcomes for my organization.



WORK EXPERIENCE

Business Development Manager **Richard Peiris Distributors Limited (Arpico)**

Sep 2021 – up-to-date

- Driving incremental income in line with annual other income budget by negotiating and entering into new partnership, merchandising, tenancy, intercompany and service provider agreements with FMCG & GM Suppliers, tenants and service providers.
- Responsible for retaining existing agreements with FMCG & GM suppliers, tenants, intercompany and service providers.
- Leading and inspiring the business development team towards achieving individual and team KPIs.
- Initiating, planning and executing promotional activities with suppliers, internal stakeholders and other parties to drive overall retail business.
- Responsible for annual other income budget preparation and budget achievement.
- Setting and assigning collection targets for recovery officers and closely following up with them to ensure that assigned collection targets are achieved.

Business Development Executive **Ceyline Holdings**

July 2020 – Sep 2021

- Planned and executed outbound campaigns (phone calls, emails & e flyers) to create new sales opportunities.
- Brought new clients by innovating and overseeing the sales process for the business.
- Built positive relationships with my clients to understand their requirements and provided best customized solutions for them.
- Identified and researched on opportunities that came up in existing and new markets.
- Company representation at conferences, exhibitions and other industrial events.

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Business Development Associate **Talentshell.US (Pvt) Ltd**

Feb 2019 – June 2020

- Developed excellent Tele marketing and Customer service skills by marketing products to international clients (USA) through effective communication via virtual platforms.
- Undertook marketing research and analysis to create marketing initiatives for promoting company's products.
- Was consulted by senior management about new product features to be developed to meet current and future business needs.
- Maintained a data base of prospective and non-prospective clients and ensured that client needs were met in a timely manner.

Assistant Sales and Marketing Manager **Adsolutions Digital Services (Pvt) Ltd**

Sep 2017 – Jan 2019

- Trained, guided and inspired the sales team by sharing best sales techniques (especially sales closing techniques), practices and product knowledge.
- Ensured assigned individual and team targets were met within set time frames.
- Carried out marketing research to identify competitor promotional activities and to identify new opportunities available in the market.
- Developed a very good rapport with both corporate and non-corporate clients as well as with all media agencies.
- Planned, organized and executed outdoor and promotional activities for clients.
- Assigned outstanding collection targets for the team and ensured that collection targets were achieved within given deadlines.

Sales and Marketing Executive **Capital Maharaja Organization (MBC Networks)**

Nov 2016 – Aug 2017

- Coordination with media agency representatives and clients.
- Identified potential clients through cold calling, networking, and referrals at various media events.
- Pitched customized proposal to clients, negotiated with them and closed respective sales.
- Carried out marketing research to identify competitor channel advertisements and marketing Strategies.
- Organized and executed channel promotions.
- Followed upon outstanding client payments.

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Restaurant Manager **Croque Monsieur Restaurant, Baker Street, London**

Oct 2011 - Dec 2015

- Coordinated daily restaurant management operations and maximized customer satisfaction.
- Ensured compliance with sanitation and safety regulations.
- Responded efficiently and accurately to customer complaints while reviewing product quality.
- Coordinated daily front of the house and back of the house restaurant operations and provided feedback to improve productivity.
- Estimated and controlled inventories along with operational costs.
- Train new and current employees on proper customer service practices.

Customer Service Assistant **Costa Coffee, London (Ilford branch)**

April 2012- March 2013

- Greeted customers and attended to customer queries regarding the menu or the coffee shop in general.
- Took customer orders, prepared and served drinks and food while processing orders and payments.
- Added new menu items based on the season and customer preferences.
- Kept the coffee shop clean and organized.
- Restock supplies as needed.
- Nurtured friendly relationships with customers to increase loyalty and boost reputation.

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PROFESSIONAL ATTRIBUTES

- Enjoys and thrives working in teams and is a proven leader.
- Excellent negotiator and possess excellent closing techniques.
- Positive and challenging attitude with ability to motivate others to achieve goals.



EDUCATION

Post Graduate Diploma in Marketing (PGDIP) | 2016-2018
Sri Lanka Institute of marketing

LLB (Hons) | 2011-2014 (Second Upper)
University of Greenwich, U.K

Advanced Level (Edexcel) Royal Institute | 2009-2011
Royal Institute, Colombo 05

G.C.E Ordinary Level | 2008
Mahanama College, Colombo 03



IT SKILLS

MS Office suite – Word, PowerPoint, Excel, Project	Advanced
Data Analysis	Advanced
SPSS Statistics	Advanced



INTERESTS AND ACTIVITIES

- Organized many events in the community while at the secondary school.
- Member of the school Cadetting Team.
- Played cricket for a private club while schooling.



REFERENCES

- Mr. Kithsiri Madurapperuma - Managing Director/CEO, Kingslog Supply Solutions (Pvt) Ltd
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- Mr. Sachitra Samarakoon - Software Engineering Manager, Cambio Software Engineering
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