

Damith Sadeepa Jayalath



CONTACT

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- Al Nahda, Sharjah

EDUCATION

- G.E.C Ordinary Level (2009)**
Dharmapala Vidyalaya Pannipitiya
- Certificate of marketing (2016)**
Sri Lanka Institute of Marketing

SKILLS

- Trade Marketing Strategy
- Retail Merchandising
- Customer Engagement
- Sales Reporting
- Data Analysis
- Business Development
- Team Work
- Fast learning
- Problem Solving

LANGUAGES

- English
- Sinhala

REFERENCE

- Chathura Madushan**
Fadna Tea (Pvt) Ltd
Brand Manager
Phone: +94 71 189 2918
Email : chathura@fadna.com



PROFILE

Results-driven Trade Marketing and Sales professional with extensive experience in merchandising, customer engagement, and market analysis. Skilled in sales reporting, trade marketing strategies, and business performance analysis. Proven ability to drive growth, optimize product placement, and execute successful marketing initiatives to enhance brand visibility and revenue.



WORK EXPERIENCE

- Lulu International Group** 2024 - PRESENT
E-Commerce Assistant
 - Process incoming online orders and arrange deliveries efficiently.
 - Ensure timely order fulfillment and maintain accurate inventory tracking.
 - Follow supervisor instructions to optimize workflow and customer satisfaction.
- Fadna Tea (Pvt) Ltd** 2019 - 2023
Assistant Manager - Trade Marketing
 - Developed and executed trade marketing strategies, increasing sales and market share.
 - Managed product placement and merchandising across key retail outlets.
 - Conducted sales analysis and prepared detailed sales reports to track performance and identify growth opportunities.
- Cargills Ceylon PLC** 2017 - 2018
Sales Assistant cum Merchandiser
 - Conducted business performance analysis and created sales reports to support decision-making.
 - Assisted in implementing trade marketing strategies to boost product visibility and sales.
 - Ensured a neat and attractive sales environment to enhance customer experience.
- Masters Home Improvements** 2016 - 2017
Sales Executive
 - Executed promotional strategies to drive customer engagement and sales.
 - Assisted in setting up attractive product displays and maintaining store organization