

# LAKITHRASH ABENAYAKE



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Delta building , 3rd floor ,305  
Sharjah, United Arab Emirates

Emirates Id as a Student  
NOC will provide by university

## PROFILE

Results-driven and innovative car dealership marketing executive with 1 years of experience in devising and executing strategic marketing campaigns to drive sales, enhance brand visibility, and maximize customer engagement. Proven track record of creating and implementing successful marketing strategies within the highly competitive automotive industry.

## SKILLS

- Team Collaboration
- Leadership
- Critical Thinking and Decision Making
- Financial and Numerical Proficiency
- Problem-Solving
- Computer Literacy
- Strong Communication

## EXPERIENCE

### MARKETING EXECUTIVE

Wonmin Holdings (Pvt) Ltd  
2022 - 2023

As a Marketing Executive at Wonmin Holdings with a passion for the automotive industry and a demonstrated ability to plan and carry out effective marketing campaigns. Seeking to leverage my expertise in driving customer engagement and sales growth in a car dealership office setting

Digital Marketing: Utilize digital marketing channels such as social media, email marketing, and online advertising to reach potential clients and build an online presence for the company.

Market Research: Conduct market research to identify trends, competitor activities, and opportunities for the car dealer ship company in the local or regional market.

Content Creation: Create content that addresses the technical and business concerns of B2B clients, such as case studies, whitepapers, and reports that showcase the company's expertise and project success stories.

## EDUCATION

### SCHOOL

Asoka Vidyalaya, Colombo 10  
2010 - 2021

### GCE O/L IN ENGLISH MEDIUM

English	- A	Sinhala	- S
Mathematics	- C	Drama	-A
Commerce	- B	History	- C
Science	- C	Buddhism	-S
ICT	- A		

### INTERNATIONAL FOUNDATION DIPLOMA COMPLETED ALL 8 UNITS MAJOR IN BUSINESS ASIAN INSTITUTE OF BUSINESS & SCIENCE

July 2022 - June 2023

### BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL MARKETING IN BRITTS IMPERIAL UNIVERSITY COLLEGE

October 2023 - Present

## EXTRA - CURRICULARS

- Sergeant-at-arms of the Interact Club of Asoka Vidyalaya  
2020/2021
- Vice President of the Photographic Club of Asoka Vidyalaya  
2019/2020
- Vice President of the Robotics Club of Asoka Vidyalaya  
2019/2020