

I.M. AJANTHA

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Professional Summary

"Like water, I can adapt to suit the environment." In recent years, I focused on my job, traveling to different countries (China, Malaysia, Singapore, Dubai, India) and successfully supporting sales and marketing teams, production and installation teams, payment recovery and financial management. I am responsible for coordinating day-to-day sales, marketing, financial functions, processing invoices and payroll, and maintaining digital financial records. I assist with financial and office workstation management, maintain business documents and records, and manage phone and email communications for data entry. As the point of contact for company clients, I have excellent knowledge and training in Office Suite and accounting software (Word, Excel, Power Point, MyOb, QuickBooks, Sage, Peachtree, Accpac), among other programs detailed in my resume. I am a fast learner, capable of mastering new procedures and programs within days. I speak English and am available to work flexible hours and days. *If you can give me a chance, I like to start from scratch.*

Key Skills

- Client Relations and Excellent Communication
- Problem Solving and Negotiation Skills
- Documentation and Administrative Support
- Team Leadership and Excellent teamwork skills
- Multitasking Abilities and Coordinating Skills
- Business Management and Project Management
- Financial Management and Administrative Support
- Office Suite (Word, Excel, PowerPoint, Email)
- Bookkeeping and Accounting Software (Myob, QuickBooks, Sage, Peachtree, Accpac)
- Social Media Management and Digital Marketing
- Sales and Marketing
- Time Management and Flexible work hours and days
- Self Motivation by myself - [Intelligent Motivation](#)
- CCTV Installation & Maintenance and Security Operations Management
- People caring, Volunteer Experience, Culture sensitivity and Basic First Aid knowledge
- Learning and Growing continues

Professional Experience

VISA Available - I have Freelance Visa since 2024 till 2026

Business Partner

AK ODYSSEY Global (FZC), United Arab Emirates. (2023 - 2024)

We conducted a wholesale business by importing home appliances, CCTV cameras and accessories, Security Alarm System, laptops, monitors, and brackets from China and Singapore. We marketed and sold these products through e-commerce and digital marketing.

Analysar/Teacher/Coacher/Trader - | [Odyssey Crypto Academy](#) |

ODYSSEY Crypto Academy (2020 - 2023) - ODYSSEY Group Sri Lanka

Engaged in Forex and digital/cryptocurrency Analyzing, Trading, and provided Teaching, Training and Coaching services using Binance, Bybit, Trading view, Meta Trader 4/5, Bingx, Kucoin.

Chief Business Development and Marketing Executive

ODYSSEY GROUP, Sri Lanka - 2020 – 2023 | [Website](#) | [Tik Tok](#) | [Odyssey Interior Designing](#) |

This company specializes in CCTV camera technology, alarm system installation and interior design (Using PVC Panel - Ceiling, Walling, Flooring) services, I led strategic marketing initiatives and client relationship management to drive business growth and revenue growth. Key responsibilities include:

- ★ Identifying new business opportunities in security technology and interior design services by analyzing market trends, customer needs, and competitor offerings.
- ★ Developing and executing marketing campaigns that promote the company's services, including CCTV camera installation, security system configurations, and interior design solutions.
- ★ Building strong client relationships with new and existing customers to ensure repeat business and long-term partnerships.
- ★ Coordinating with technical teams to ensure smooth project execution and timely delivery of services, such as PVC panel ceiling, Walling, Flooring installations and CCTV and alarm system configurations.
- ★ Collaborating on product and service innovation, providing feedback from clients to refine offerings, and positioning the company's services effectively in the marketplace.
- ★ Managing procurement and quality control to ensure the timely and cost-effective supply of materials while maintaining high service standards.

Senior Business Development and Marketing Officer

PROLIFE Engineering & Construction (PVT) LTD., Sri Lanka - 2015 - 2020 | [Pro Life](#) | [PLENC](#) | [Pro Life CCTV](#)

Leading construction projects including steel buildings, steel roofing, railings and cladding as well as interior design projects using PVC panels for ceilings, walls and floors. In addition to this, joining this company that installs and manages security systems including CCTV technology and alarm systems, the following were done with utmost dedication. Key responsibilities include:

- ★ Guided and managed construction projects involving steel buildings, steel roofing, railings, cladding and interior design, introducing customers to the use of PVC panels for ceilings, walls and floors.
- ★ Monitored security system installations, including CCTV camera technology and alarm systems, ensuring efficient and safe project delivery.
- ★ Drive business operations and develop strategic marketing initiatives, driving business growth by increasing brand visibility.
- ★ Managed client relationships, ensuring high levels of customer satisfaction and repeat business.
- ★ Analyzing market trends and working to identify new opportunities for client business expansion and revenue growth.
- ★ Implemented marketing campaigns to improve service offerings and improve overall profitability.

Senior Business Development Executive

LENXCO Lanka Invent & Trade International (PVT) LTD., Sri Lanka - 2009 – 2015 | [Lenxko Lanka](#) |

The company's new construction and services include building and remodeling, kitchen and pantry installations, conservatory roofs and repairs, roofing services, plumbing, painting and decorating, as well as the installation of gates, fences, walls, windows, doors, and conservatories.

- ★ Analyzing current and past financial data and providing strategies to cut costs and increase revenue
- ★ Leading the charge on market research plans to identify new opportunities
- ★ Working with executives to implement marketing strategies and new opportunities
- ★ Encouraging new and existing clients by creating and improving proposals
- ★ Tracking expenses and maintaining the company budget
- ★ Ensuring that the company meets revenue targets
- ★ Providing training and mentoring to other members of the team
- ★ Developing and pitching ideas for potential investors

Manager Marketing & Recovery.

Kapthura Finance Co. Ltd. (2007 - 2009) - Rambukkana, Sri Lanka

Kapthura Finance is a rural leasing company that deals in furniture, household appliances, land and house sales, and the purchase and sale of tricycles and motorcycles.

Credit Officer, Accounts Assistant, Assistant Manager, and Marketing Manager.

Ashan Enterprises Pvt Ltd. (2004 - 2007) - Kurunegala, Sri Lanka

Ashan Enterprises is a rural furniture and home appliances company that also provides payment services.

Education**Bachelor of Business Administration (BBA) in Business Management**

IIC University of Technology, Cambodia

2016 – 2020 Special Second Class (Upper) Division, Overall GPA: 3.3

Accounting Technician Examination (AAT)

Association of Accounting Technicians, Sri Lanka - 2005 – 2006

Diploma in Computerized Accounting (DICA)

JMC Jayasekara Management Centre, Colombo, Sri Lanka - 2005 – 2006

Certifications

- ✓ Level 3 & 6 Health, Mental Health & Social Care Certificate - ReedCourses - 2024
- ✓ Foundations for Assisting in Home Care - Coursera Course - 2024
- ✓ Dahua Latest HDCVI & IP CCTV and Security Products Training.
- ✓ Renewable Energy Training Program with China-Sri Lanka Green Energy Innovation Forum.
- ✓ Blockchain Technology Workshop, London School of Executive Education (LSEE), Sri Lanka.
- ✓ Tendering, Site Measurements & Preparation of Bills for small & medium scale Contractors
Sri Lanka Ministry of Housing & Construction Industry Development Authority (CIDA).
- ✓ Import & Export Procedures in Sri Lanka - OMETA MANAGEMENT, Colombo.
- ✓ Export Procedure - Exito Global Holdings (pvt) Ltd, Colombo.
- ✓ Previous Active member of the Red Cross in Sri Lanka.
- ✓ Previous Charter Member Lions Club in Sri Lanka.

References**Mithila Karunarathna**

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