

# Samitha Ariyasena

## Sales & Marketing

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## SUMMARY

Dedicated and results-oriented Sales and Marketing Manager with a proven track record of driving revenue growth and developing successful strategies in Sri Lanka. Possessing extensive experience in telemarketing, I am now seeking to leverage my expertise in a new environment as a Telemarketing Assistant in the UAE. Known for exceptional communication skills, strategic thinking, and a customer-centric approach, I excel in building relationships and exceeding sales targets. Committed to continuous learning and adaptation, I am eager to contribute to a dynamic team while furthering my career in the telemarketing industry

## EXPERIENCE

### Ariyasena Stores (Bingiriya)

Sales Manager  
Jan, 2022 - Jan, 2024

- Directed and supervised sales operations for retail and grocery items at Ariyasena Stores, overseeing a team of sales representatives to achieve revenue targets and deliver exceptional customer service.
- Developed and implemented sales strategies and promotional campaigns tailored to retail and grocery segments, driving product awareness, customer engagement, and sales growth.
- Managed inventory levels, product placement, and merchandising strategies to optimize sales performance and enhance the customer shopping experience.
- Established and maintained strong relationships with suppliers, vendors, and distributors to ensure consistent product availability, quality, and pricing for retail and grocery inventory.
- Provided leadership, coaching, and support to the sales team, fostering a collaborative and results-driven culture focused on meeting and exceeding sales goals.
- Conducted regular performance evaluations, provided feedback, and identified training needs to enhance the skills and capabilities of sales staff, resulting in improved productivity and customer satisfaction.
- Monitored market trends, competitor activities, and customer preferences to identify opportunities for product assortment expansion, pricing adjustments, and promotional initiatives.
- Prepared sales forecasts, budgets, and reports for senior management, stakeholders, and suppliers, communicating sales performance, trends, and recommendations for strategic decision-making

### Nations Group (Kurunegala)

Sales & Marketing Manager  
Mar, 2018 - Jan, 2022

- Collaborated closely with the sales and marketing leadership team of Sri Lanka Telecom and Mobitel to align telemarketing strategies, campaigns, and initiatives with organizational objectives and market dynamics.
- Monitored and analyzed telemarketing performance metrics specific to Sri Lanka Telecom and Mobitel products, such as call data, sales outcomes, and customer feedback, to identify trends and opportunities for optimization.
- Acted as a primary point of contact for customers interested in Sri Lanka Telecom and Mobitel products, addressing inquiries, providing information, and facilitating sales transactions to ensure positive customer experiences.
- Prepared and delivered regular reports, presentations, and updates to senior management, stakeholders, and clients of Sri Lanka Telecom and Mobitel, communicating telemarketing performance, insights, and recommendations specific to their products.
- Developed and implemented training programs and coaching sessions tailored to the features, benefits, and sales techniques relevant to Sri Lanka Telecom and Mobitel offerings, resulting in enhanced product knowledge and sales effectiveness.
- Managed and supervised a team responsible for telemarketing products and services from Sri Lanka Telecom and Mobitel, ensuring adherence to sales targets and performance metrics.
- Played a pivotal role in managing and supervising the telemarketing team, ensuring efficient operations and adherence to sales targets and performance metrics.
- Provided leadership, mentorship, and guidance to telemarketing representatives, fostering a high-performance culture focused on excellence in customer engagement and sales conversion.

### **Direct Marketing International (Colombo)**

Manager Sales & Marketing

Aug, 2013 - Feb, 2018

- Analyzed sales data, market research, and customer feedback to identify opportunities for optimization and improvement in sales and marketing efforts.
- Collaborated with the sales and marketing team to identify market trends, customer needs, and competitive positioning to inform strategic decision-making.
- Acted as a liaison between sales, marketing, and other departments to facilitate cross-functional collaboration and alignment of business priorities.
- Directed market research efforts to identify target markets, customer segments, and competitive positioning, guiding product development and marketing campaigns accordingly.
- Managed budgets, forecasts, and expenses for sales and marketing activities, ensuring optimal allocation of resources and adherence to financial objectives.
- Prepared and presented regular reports, presentations, and updates to senior management and stakeholders, communicating sales and marketing performance, insights, and recommendations.

### **Direct Marketing International (Ratnapura)**

Assistant Manager Sales & Marketing

Jan, 2012 - Jul, 2013

- Played a key role in developing and executing sales and marketing strategies to drive revenue growth and market expansion initiatives.
- Acted as a liaison between the sales team and upper management, providing regular updates, reports, and insights on sales activities and results."
- Assisted in managing a dynamic sales team, providing guidance, support, and training to ensure alignment with organizational goals and objectives.
- Analyzed sales data, market research, and customer feedback to identify opportunities for optimization and improvement in sales and marketing efforts.

- Prepared and delivered presentations, reports, and proposals to senior management, stakeholders, and clients to communicate sales and marketing performance and initiatives.
- Provided mentorship, guidance, and coaching to team members to enhance their sales skills and performance.
- Developed and implemented sales strategies and initiatives to drive revenue growth and market penetration.

### **Innovage International (Ratnapura)**

Leader Sales and Marketing

Jan, 2011 - Dec, 2011

- Successfully managed distribution channels for retail products across Ratnapura District in Sri Lanka.
- Provided mentorship, guidance, and coaching to team members to enhance their sales skills and performance.
- Demonstrated exceptional customer service skills by addressing inquiries, resolving concerns, and ensuring customer satisfaction.
- Utilized sales techniques such as consultative selling, objection handling, and closing strategies to drive conversions.
- Achieved and exceeded sales targets by effectively communicating product features, benefits, and value propositions to prospects.
- Collaborated with the sales team to share insights, best practices, and feedback to improve overall sales performance."

## **EDUCATION**

### **Innovage International (Ratnapura)**

Sales & Marketing Operations

Nov, 2010

### **The Open University Of Sri Lanka (Colombo)**

Electrical, Electronics & Telecommunication Engineering

Pure Mathematica - A

Applied Mathematics - B

Properties of Materials - B

Electro Techniques - C

Information Technology -C

Basic Thermo-fluids - B

English for Technology B+

### **Seneyake College (Madampe)**

General Certificate Examination Advanced Level 1

Jan, 2003 - Dec, 2005

Chemistry - C

## **PROJECTS**

### **New Business Development & Existing client Migrations {Sri Lanka Telecom-Mobitel}**

- Spearheaded a multifaceted project focused on driving new business development initiatives while facilitating the smooth transition of existing clients to updated services or platforms.
- Led a cross-functional team in identifying and pursuing opportunities for expanding the client base through targeted marketing campaigns, networking, and strategic partnerships.
- Developed and implemented comprehensive strategies for engaging with potential clients, showcasing the value proposition of our products or services, and securing new business contracts.

- Collaborated closely with sales, marketing, and product development teams to align business development efforts with market trends, customer needs, and competitive positioning.
- Managed the migration process for existing clients to ensure a seamless transition to updated platforms, services, or solutions, minimizing disruption and maximizing client satisfaction.
- Oversaw the execution of migration plans, including client communication, training, and technical support, while maintaining a focus on meeting project timelines and deliverables.
- Monitored and evaluated project performance, tracking key metrics such as client retention, revenue growth, and customer satisfaction, and implemented adjustments as needed to optimize outcomes.
- Prepared regular progress reports, presentations, and updates for senior management and stakeholders, highlighting project milestones, achievements, and future plans for continued business development and client migration initiatives.

## **Retail Sales & Advertising Campaign**

- Successfully managed retail sales operations while simultaneously coordinating and executing advertising campaigns to drive brand visibility and product promotion.
- Led retail sales initiatives, including inventory management, customer service, and sales strategies, resulting in increased revenue and customer satisfaction.
- Developed and implemented advertising campaigns across various channels to effectively reach target audiences and generate consumer interest in products or services.
- Collaborated with marketing and advertising teams to create compelling content and visuals for advertisements, ensuring alignment with brand messaging and objectives.
- Monitored campaign performance metrics, such as reach, engagement, and conversion rates, and optimized strategies based on insights to maximize ROI.
- Coordinated promotional events and activations to complement advertising efforts and enhance brand exposure in retail environments.
- Prepared comprehensive reports and presentations to evaluate the effectiveness of retail sales and advertising initiatives, providing actionable recommendations for future campaigns and strategies.

## **Achievements**

### **Highest Sales Team ( Champions)**

**Top Office**

**Best leader**

## **Training/Certifications**

### **Direct Marketing International**

Sales & Marketing Management  
2014

### **Innovage International**

Sales Promotions  
2011

## **AWARDS**

### **Top Sales Manager of the year**

Direct marketing International (Colombo)  
2017

## **Top Assistant Manager of the year**

Direct marketing International (Ratnapura)  
2013

## **Best Sales Team**

Nations Group (Kurunegala)  
2021

## **Skills**

Sale skills, Sales Management and leadership, Customer Relationship Management, Teamwork, Customer Service, Computer Skills, Adaptability, Problem-solving, telemarketing expertise, Marketing Strategies, Cultural Sensitivity

## **Language**

English, Sinhala, Hindi

## **References**

Indrajith Kumara - *Owner*

Ariyasena Stores

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Mr.Manjula Premakumara - *Former Vice President*

Direct marketing International

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