



# SHIVAN THOMSON

Marketing Executive

## PROFILE

An ambitious and entrepreneurial marketing executive who is an expert at creating an atmosphere that makes customers want to buy and return for more. I have a long history of taking part in high profile advertising or professional campaign and possess a successful track record of using sales techniques to maximize revenue, and also could be an ambassador for major brands.

## CONTACT

PHONE:  
(+94 713297218)

### Address

33, Park Road, Bangalawatte,  
Mabole, Wattala,  
Sri Lanka

## SKILLS

- Immaculate business writing skills
- In-depth understanding of marketing terminology and techniques.
- Excellent follow-up skills
- Establishing professional relationships.
- Superb interpersonal and communication skills.
- Developing integrated marketing campaigns.
- Speaking with a clear and professional voice
- Comprehensive understanding of social media and how to use it in marketing campaigns.
- Able to work with minimum supervision.
- Competent team player.
- Knowledge of the very latest modern sales methodologies.

## WORK EXPERIENCE

### Sales Executive (Certification) SGS Lanka Present

SGS Lanka is a multinational company, and market leaders in ISO certification, which helps companies to reduce risk by binding with International standards.

A frontline sales activist in promoting companies' certification products and services and also carrying out market research in finding new avenues and segments by building healthy customer relationships. I was able to connect to a large scale of customers in a limited time frame.

### MARKETING Executive Islandwide Scientific (Pvt) Ltd 2016–2021

Islandwide Scientific Pvt Ltd is market Leader in lab instruments with over 30 years of experience in the market, covering public research institutes, private universities and Research & Development (R&D) laboratories.

Responsible for being in the front line of sales promoting the company's products and services to a demanding target audience. Carrying out market research. Identifying opportunities to upsell to a customer. Developing a customer's loyalty for the company products. Making independent decisions within the boundaries with authority. Managing client relationships.

**LinkedIn**

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**EMAIL:**

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[shivanthomson@yahoo.co.uk](mailto:shivanthomson@yahoo.co.uk)

**Date of Birth:**

21 March 1991

**Nationality:**

Sri Lankan

**Schools Attended:**

S. Thomas Preparatory School  
Colombo – 03

Lyceum International School Wattala

**EXTRA CURRICULAR  
ACTIVITIES**

- Secretary of the Tamil union
- Member of the Traffic society
- Participated in the quiz competition [British council]
- Participated in the Drama competition

**GAMES AND ATHLETICS**

Played soccer for both schools  
[St. Thomas' Preparatory School,  
Kollupitiya (House-Keble) and  
Lyceum International, Wattala  
(House-Aquila)]

Member of the under 19  
ATHLETIC TEAM [in both  
schools]

Played Cricket for both schools

**Event Coordinator****Lassana Flora (Pvt) Ltd**

2014 – 2015

Lassana Flora is one of the largest wedding event coordinators in the country, which expanded its business in a large scale.

Coordinating events for a variety of clients and a wide range of customers. Establishing long lasting vendor relationships to negotiate contracts for clients. Facilitate effortless planning process for hosts. Develop event décor and ambience based on client vision and budget. Utilize financial strategies to accommodate the client's budget. Organize samples and previews of all vendor supplies. Working alongside retail and Visual Merchandising teams to generate sales. Attending exhibitions, conferences and face to face events. Communicate targeted emails to customers. Responsible for achieving frequent, timely and positive media coverage across a wide range of platforms. Providing cover for the Marketing Manager in their absence.

**Business Promotion Associate****Janashakthi Insurance PLC**

2013 – 2014

Janashakthi Insurance is the pioneer insurance provider in the country, which offered solutions for general insurance and life insurance.

Public speaking on behalf of the company. Supporting marketing managers in their delivery of sales campaigns. Providing email campaign services to promote company brand.

# ACHIEVEMENTS

## LANGUAGES

- English
- Tamil
- Sinhala

## REFERENCES

Mrs. Sulochana Ganeshwaren  
31 Park Road Bangalawatha  
Mabole, Wattala  
Sri Lanka  
Mob. No: +94 777 272 766

Mr. Sameera Lakshan Keerthisigha  
Product Manager Islandwide  
scientific  
19A, Fairfield Gardens  
Colombo 08, Sri Lanka  
Tel No: +94 71 379 2526

### **Marketing Executive Islandwide Scientific (Pvt) Ltd**

The company was solely focused on public sector segments, after me joining the company I was able to establish a market in the private sector industry too.

### **Event Coordinator Lassana Flora (Pvt) Ltd**

The required annual target of 12 million was achieved by me with an additional 2% of revenue.

### **Business Promotion Associate Janashakthi Insurance PLC**

Five new corporate accounts were added to the existing business portfolio within the first year. This enabled me to achieve the individual annual target by an additional 30% (900,000/-) to the revenue.

# EDUCATION

### **MSc. In Strategic Marketing Cardiff Metropolitan University 2019—2021**

- Strategic global marketing
- Understanding the behavioral elements of marketing
- Modern marketing research
- E-digital marketing and competitive intelligence
- Effective advertising for competitive advantage
- Academic research
- Dissertation-: **The influence Brand Experience and Brand Trust in consumer purchase intention with the mediating effect of Word of mouth**

### **Foundation Course Institute of Bankers Sri Lanka by the Sri Lanka Insurance Institute Affiliated to the Chartered Insurance Institute, UK 2013**

### **Diploma in Computing [Honors] Gateway Collage of Computing 2011.**