

NIROSHAN FERNANDO

SALES & MARKETING MANAGER

PERSONAL PROFILE

Skilled, qualified admin, marketing & sales manager who can deliver exceptional results under critical situations & in start - ups. Perfect people manager & motivator who have mastered leadership qualities. Digital & Traditional marketer who can conduct effective campaigns in both platforms. An experienced sales & marketing professional with over 15 years experience.

WORK EXPERIENCE

Export sales manager

HATCO TRADING CO LLC- DUBAI | May 2019 - present

- Developing business in export market by winning new projects in Oman & KSA
- Capitalizing company image & building awareness on virtual space through digital marketing channels
- Winning new clients while managing extreme budgets

Head of sales

JAKHODIYA OVERSEAS LANKA - Sri Lanka | November 2016 - April 2019

- Developed & managed a dealer network in Sri Lanka for an Indian consumer electronic brand
- Recruited, train & managed staff for all departments & handled performance evaluation & annual appraisals
- Delivered optimum results in managing start-up budgets below the allocation

General Manager

**DYNACOM ENGINEERING - IWS HOLDINGS - SRI LANKA
September 2014 - November 2019**

- Provided leadership for skilled staff in sales, accounts, technical, logistics departments to deliver 20% net annual profit
- Involved in designing & installing the largest radio communication network in Sri Lanka
- Expanding business to new territories through new retail contracts

Area sales manager

SOFTLOGIC RETAIL (PVT) LTD - Sri Lanka | March 2011 - November 2013

- Managed 30 consumer electronic outlets in retail sector to reach sales & collection targets & headed recruiting & training schedules of the region

MY EXPERTISE

- Strategy expert in business development
- Critical solution planner for growth hacking
- Excellent people managing skills
- An effective communicator & corporate presenter
- Senior manager with 12 years administration experience

MY DIGITAL LINKS



<https://www.linkedin.com/in/niroshanfernando/>

My blog on retail

<https://retailfool.blogspot.com/>

My E-Book on retail sales

https://www.mybestseller.co.uk/site/index.php?r=userwebsite/index&id=sujith_niroshan_fernando

CONTACT INFORMATION



Voice calls : +971552713465
WhatsApp : +940777078837



niroshanfernando03@gmail.com

LANGUAGE PROFECIENCY

- ENGLISH - Fluent
- Sinhalese - Native
- Tamil - Speaking
- Hindi - Speaking

SKILLS

- Business development
- Traditional & Digital marketing
- Effective communication
- Business writing
- Cashflow management
- Business expansion
- Social media marketing
- Proficient in MS office packages

TOP STRENGTHS

According to "Wing finder" test by "Red Bull"

- Achiever
- Adoptable
- Sociable
- Disciplined
- Confident
- Highly innovative

PERSONAL INFORMATION

CURRENT ADDRESS

Dubai - UAE

VISA STATUS

Employment visa with NOC

MARITAL STATUS

Married

NATIONALITY - Sri Lankan

WORK EXPERIENCE

Assistant sales manager

HAMZA & AMMAR TRADING LLC - Dubai - UAE

September 2009 - December 2010

- Revamped export sales through lead generation activities in KSA& Oman
- Managed & optimized digital marketing channel by designing virtual shops on line
- Expanding business to new territories through new retail contracts

Acting area manager

ABANS RETAIL (PVT) LTD - Sri Lanka | May 2004 - June 2009

- Managed 24 consumer electronic retail outlets to deliver sales & collection targets
- Developed "highest revenue generating showroom & most profitable outlet" for consecutive 03 years

EDUCATIONAL HISTORY

Sri Lanka Institute of Marketing - SLIM

National Diploma in Sales Management - NDSM 2002

- Graduated with merit
- Honored for the best of the class presentaion

St. Anne's Maha Vidyalaya - Sri Lanka

Bachelors in Economics - 1990

Shaw Academy - United States

Professional Diploma in Social Media Marketing - 2021

Google Digital Garage - United States

Fundamentals in Digital Marketing - 2021

I do hereby confirm that the information furnished by me are true & accurate to the best of my knowledge.

6th March 2021

Niroshan Fernando