



RENGARAJ NITHUSHAN

GRADUATED FROM UNIVERSITY OF PLYMOUTH-UK

EXPERIENCE

Crocodile

Category Brand Executive November 2023- November 2024

- Closely worked with marketing agency on social media content creation, bank promotion posts, special offers, and e-commerce-related activities.
- Oversaw the "I am Crocodile" thematic campaign activities to ensure optimal results.
- Handled small SMS campaigns, contributed to Crocodile hoarding works, created radio commercials for the men's category worked with Radio channels.
- Booking suitable models for photoshoots and fit-on model usage.
- Closely worked with the banks and Crocodile's finance, admin and retail teams to develop mutually beneficial bank promotions.
- Collaborated with magazine companies like LMD and Living to publish articles.
- Managed marketing department payment tasks, ensuring timely submissions to the finance department for stakeholder payments.
- Collaborated with the merchandising team, retail, wholesale, and e-commerce channels to maximize sales in the men's category.

Edinburgh

Marketing Intern- April 2023- October 2023


- Assist in planning and executing marketing campaigns.
- Work closely with new product development, and finance teams.
- Handle marketing-related administrative tasks and maintain marketing materials, databases, and files.
- Communicate with internal and external stakeholders.
- Support sales teams by creating sales materials.
- running a small social media marketing campaign with the team leader.
- Organize various marketing activities.
- Work closely with marketing agencies and dealers on new product development activities for the Dipping category, Edinburgh soya meat development project.

John Keells Holding


Management Trainee- October 2022 March 2023

- Apply various management strategies and techniques to help supervise and lead supermarket operations.
- Learn various functions of the supermarket, inventory control, merchandising, customer service and POS system.
- Complete assigned tasks supervising staff, assisting with ordering and maintain the standards in outlet.
- Develop and implement new projects, such as marketing campaigns or store display implementation.

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 329/1, Kalyani Mawatha,
Dehiwala

ABOUT ME

marketing professional passion for innovation and talent for connecting with consumers to drive engagement, bring a unique perspective to every project. I am committed to staying up-to-date with the latest marketing trends and techniques.

PROFESSIONAL SKILL

- International Marketing
- Product Development
- Brand Management
- social Media Marketing
- Market Research
- Presentation Skill
- Excel, power point, Word
- Business communication
- Photo Editing

Personal Skill

- Problem solving
- Creativity
- Team player
- Analytical Thinking
- Adaptability
- Communication
- strategic thinking

LANGUAGES

- English -Fluent
- sinhala - Conversational
- Tamil- Fluent

Reference

Dinusha Weerasekara,
Head of Department of Marketing and
Tourism,
NSBM Green University Town
Con:- 0115445100 / 011382727
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T.Chalanga
Assistant Brand Manager
Edinburgh Products (Pvt)Ltd
Con:- 0771001876
Email:- chalanga@edinborough.lk

EDUCATION

- BSC (Hons) Marketing Management
NSBM Green University affiliation with
University of Plymouth UK 2019-2023
Second Class Honours
- ICBT Campus
Diploma in English and Information System- 2018
- st. John Boscoss Collage
GCE O/L & GCE A/L - 2015-2018
- Linkedin Learning
Canva, and Social media marketing- 2023
- AAT SriLanka 2018-2020
- Zonal Computer Resource Centre
Computer Application Assistant- 2016

EVENTS / COMPETITION PARTICIPATED

- Winner of the 1st place in the Leo Club Social Welfare Project, awarded by Ranil Wickramasinghe, President of Sri Lanka.
- worked closely on Edinborough Soya Meat product development projects and mayonnaise campaigns.
- Provided financing and networking support for startup ventures in the entrepreneur cercle of nsbm.
- Participated in the "Enliven '19" Personal Development Program.
- Completed the "Spark '19" Leadership & Career Development Program conducted by Brandix.
- Founder of Daraz RNS Imports Online Store.

CLUBS & ACTIVITIES

- Executive Rotaract Club of Hatton Kotagala
- Team Leader AIESEC NSBM (OGT)
- Member Entrepreneurship circle NSBM
- Member of Leo Club NSBM
- Executive ICII NSBM (International Center for Innovation & Invention)
- Prefect St.John Bosco's College, Hatton
- Sarjanan School Cadet Team.