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## R.H. Dasun Charuna Rajasinghe (Professional Marketer – Branding/Digital)

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### OBJECTIVE

Marketing and Customer Relationship: Branding/Sales/Public Relationship/Market Analyst in a competitive marketplace and coming up with innovative and interactive ideas for the long-term and short-term goals of the organization.

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### PERSONAL STATEMENT

To be a successful professional in Marketing and Branding. I prefer to work in competitive advantage through sustainability and take responsibility as a Team Leader while keeping good PR internally as well as externally in the organization and enhancing my skills and competencies. I am keen to learn new things from senior professionals by providing an effective contribution to the betterment of the organization where I am serving. I'm willing to engage with the people and respective communities. To gain success in a team is spiritual indeed and I believe that I'm the only suitable professional person for it.

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### TECHNICAL SKILLS

- Branding, Digital Marketing, SEO (Search Engine Optimization), Digital Tool Analysis, AD Account management, lead management, Engaging with TikTok and YouTube young generation.

### PERSONAL SKILLS

- Positive attitude, Interpersonal Communication, Teamwork, Self-management, Willingness to learn, Public Speaking, Volunteering my time on charity and community development programs. (Ex: Toastmasters Club, Negombo, Chairman for the Youth Buddhist Association, Negombo)

### WORK HISTORY

<b>International College of Business &amp; Technology (ICBT), Kandy (Since 2024)</b>	Visiting Lecturer for the 'Diploma in Digital Marketing'
<b>Sri Lanka Institute of Marketing Colombo 01 Year – Current (Since 2023)</b>	Managed all their digital marketing platforms and implemented the latest strategies for social media platforms as well as my programs (CIM/CDM/DDM). TikTok and Facebook Community Platforms maintain and enhance the number of unique viewers, followers, and retention with their website, Instagram, and LinkedIn.
<b>Nayomi's Negombo 01 Year &amp; 02 months (2022-2023)</b>	Managed and updated Social Media Platforms and Mobile Apps. Updated new applications to the app and enhanced the number of app installers.

<b>LB Finance Negombo 1Year (2021)</b>	Back-to-back salary increments. Collected new businesses and learned, practiced how to manage and communicate with the corporate world.
<b>AD Solutions Colombo 7Months (2020)</b>	Bought new Sales did Marketing campaigns collaborated with Designers and Developers. (Handled Accounts: NDB Bank, Hameedia, KFC, etc)
<b>Dart Global Logistics Colombo 1 year &amp; 8 months (2018 – 2020)</b>	Communicated and collaborated with Dubai, Hong Kong Sri Lanka (Air/Sea/Road) Cargo shipping lines and customers. Got compliments from customers.

## QUALIFICATIONS

Sri Lanka Institute of Marketing  
Colombo 1 Year

CIM L4/L6 Completed

Cambridge College of Business and Management  
Colombo 1Year

CIM L7 Completed

University of West  
London ANC, Colombo  
1Year

Master of Business Administration (MBA)

University of West London ( UoWL- UK)

Overall Grade- Distinction

Final Dissertation - IMPACT OF SOCIAL MEDIA ADVERTISING ON THE GROWTH OF THE MICROINSURANCE INDUSTRY IN RURAL COMMUNITIES IN NUWARA ELIYA DISTRICT IN SRI LANKA Grade- Distinction

Dissertation Supervisor - Dr.Chamara De Zoysa

## COMMUNITY AND VOLUNTEER EXPERIENCE

**Toastmasters, International, Negombo**

**[Role]**

- Former Sergeant – at alarms in 2020-2021
- Active Member.

**Lio, Club (Lions)**

Negombo 4 Years

**[Role]**

- Completed Project 1 (Clean Seashore and the area)

## ACHIEVEMENTS

- **Silver Award from the GLOBAL CHINA MARKETING FEDERATION in 2023.**
- **Collaborated with SLIM, Marketer Magazine, and published an Article in 2023.**
- **Collaborated with the Ceylon Today newspaper and published Articles in 2023.**

## REFEREES

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