



Ruwan Harshana Peiris
Marketing Manager

🏠 #275/18, Tennekumbura, Kandy, Sri Lanka.
📞 +94 77 5 920 885 | +966 53 9 055 119
📍 Live in: Saudi Arabia
✉️ harshana.peiris@outlook.com | emrhpeiris@gmail.com
📧 Harshana.Peiris@outlook.com



Profile Summary

Dynamic & results driven marketing professional with proven experience in marketing campaign online marketing & advertising within the retail industry. Initiated ground-breaking programs and delivered large revenue gains. Positive 'can-do' attitude. Expert knowledge of interactive and internet technologies and tools. Customer focused creative & results driven with proven skills in managing external agencies, budget & project managing deliverables while meeting tight deadlines.



Key Skills

- › Marketing
- › Digital advertising
- › Mobile marketing
- › Campaign/Offer Planning
- › Outdoor Advertising (BTL)
- › Web Analytics
- › Brand Building
- › Photography
- › Social media
- › Marketing Communication
- › CRM/Social Media Management tools
- › Creative Designing



Work Experience

Marketing Manager
Al Othaim Retail – Nahj Al Khayal

2017 - Present

Responsible for all marketing (ATL & BTL) programs that include developing marketing strategy for growth of over 10 franchise brands retail conglomerate that dealers in Fashion, cosmetics & accessories. Lead agency management strategic tie-ups. Direct implementation of all global branding standard, marketing & communication strategy of international brand in KSA. Focused on achieving continues, improved business performance. Adeptly manage Strategic & tactical details of complex campaign. Direct reporting to VP & Operation Manager.

Brand Profile: <http://www.nahj.sa/en/brands>

- › Spearhead establishment of in-house Marketing Department & Fully redesigned company corporate profile including full Branding, website launching, SEO, Social media etc.
- › Reduce the Marketing expenses significantly by identification of key cost areas that save the marketing budget.
- › Planned & executed promotions, conceived PR events managed media coverage a campaign that recorded the highest sales during the campaign time
- › Activating identified mall branding has increased the instore footfall (converting mall foot fall to store footfall)
- › Launch the New loyalty program for the company



Work Experience

Marketing Assistant – Online & Digital
Landmark Arabia

2014 - 2017

- › **Department:** Corporate Marketing dept.
- › **Position:** Marketing Assistant - Digital Marketing
- › **Brands:** <http://www.landmarkgroup.com/sa/en/home>

Managing the Online marketing activities, strategies, advertising, new brand promote, promotional activities. Responsible for Media Buying, Planning and execution online campaign. Improving SEO. Updating company website, Social Media using the content management system. Handling the online customer comments & response. Executing and Social media Ads. Delivering email campaigns & Improving/Maintaining the customer database. Moreover, reporting on digital marketing activity.

- › Reduce the Online Marketing expenses significantly by bulk media buying with contract base.
- › Planned & executed a Digital campaign that recorded the highest Impressions/CTR during the campaign time
- › Advertising in social media using correct tools with correct customer targeting.
- › Improving the follower base on social media account and make sure to keep the good relationship with the followers & high engagement in social media network.



Work Experience

Head of Design & Marketing Coordinator
Al Bandar International Trading

2008 - 2014

- › **Department:** Corporate Marketing dept.
- › **Position:** Head of Design & Marketing Coordinator
- › **Brands:** Managing 4 international Brands (Franchise) Namely, **Newlook** (UK), **Koton** (Turkey), **Aftershock** (UK) , **Funky Fish** (Spain)

Responsibility

- › Conceptualizing, Visualizing marketing related collaterals.
- › Lead the team with allocating the jobs proper way to make sure to get good outcome
- › Planning, Designing, Editing & laying out. Company's Branding, Seasonal Layouts & Advertising, News Letter & Magazines
- › Coordinate with supplier & store branches, work with purchase order

Skills acquired/ achievements:

- › Creative approach to marketing
- › Extensive expertise in the field of Printing (Digital/ Offset/Screen)
- › Expanding Company's image nationwide
- › Developed successful creative approach in addressing the customers



Work Experience

Creative Designer

GIBA Advertising Company

2005 - 2007

- › **Department:** Designing & Printing Division.
- › **Position:** Creative Designer -

I was working on Creative division. Responsible for creating appropriate items to catch the customer's eye as well elaborating the product inside.

Skills acquired/ achievements:

- › Conceptualizing eye-catching end products to reach the customers effectively
- › Choosing appropriate material to suit the product
- › Research and presentation skills
- › Offset printing Knowledge
- › Print Production techniques (Embossing, UV varnishing, Die cutting, etc...)



Education & Academic

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|---|-----------------|
| › Postgraduate Diploma in Marketing | 2017 – on going |
| › Preliminary Certificate in Marketing - SLIM | 2014 – 2015 |
| › Web Designing - Golden key Inst. | 2004 – 2005 |
| › Graphic Designing - Golden key Inst. | 2004 – 2005 |
| › A Levels (Grades A, B, B, C) | 2000 – 2003 |



Reference - Available on request.

Thank you,

Harshana Peiris