



# UDAYA ERANGA

MARKETING MANAGER  
BRAND MANAGER  
SALES MANAGER  
SOCIAL MEDIA MANAGER  
BUSINESS DEVELOPMENT MANAGER  
GRAPHIC DESIGNER

## Contact

### Phone

[+973-34-227-887](tel:+973-34-227-887) 

### Email

[aelokuhewa@gmail.com](mailto:aelokuhewa@gmail.com)

### Address

Diraz, Kingdom of Bahrain

## Creative Skills

- Designing
  - Graphic
  - Logos
- Digital Marketing
  - Google
  - Meta
- Web designing
- Photography
- Videography

## Language

Sinhala   
English   
Hindi 

## Professional Skills and Qualifications

- Exceptional communication skills.
- Self-motivated and driven.
- Strong leadership abilities.
- Quick learner, adaptable, and insightful.
- Thrive in challenging environments.
- Critical thinker and decisive decision-maker.
- Skilled in conflict resolution and problem-solving.
- Adept at initiating cross-functional teams.
- Proficient in managing multi-disciplinary projects.
- Expert at balancing and prioritizing multiple tasks.
- Consistently meets targets and deadlines.
- Proficient in various computer programs:
  - Microsoft Office packages
  - Adobe Photoshop
  - CorelDraw
  - Canva
- Possess a valid driver's license in Bahrain.
- Capable of verbal communication in Hindi.

# Experience

## **Marketing Manager, Midway Supermarket, Bahrain.**

**May 2023 to Present**

- Developing and optimizing effective marketing strategies to increase store traffic.
- Organizing promotional events, coordinating deliveries, and staffing.
- Reviewing current marketing campaigns for weaknesses and developing solutions within budget constraints.
- Analyzing market trends and preparing accurate sales forecasts.
- Generating new business leads to increased store revenue.
- Implementing initiatives to increase brand awareness and market share.
- Developing and implementing marketing strategies for new product launches.
- Coordinating marketing strategies with sales, financial, public relations, and production departments for maximum efficiency.
- Analyzing social media click-to-purchase conversion rates and the effectiveness of promotions to determine what drives sales.

## **Marketing & Social Media Manager, Ghulam Murtaza and Sons WLL, Bahrain.**

**September 2019 to May 2023**

### **TailorBazar Online**

Brand Designer, Social Media Marketing Manager & Web Administrator

- [TailorBazar.com](https://TailorBazar.com) | [instagram.com/tailorbazaronline](https://instagram.com/tailorbazaronline) | [youtube.com/@tailorbazaronline](https://youtube.com/@tailorbazaronline)

Designed and developed the brand identity for TailorBazar | Managed and optimized social media platforms to increase brand visibility and engagement | Administered the website, ensuring optimal performance and user experience.

### **Dara'at Shamael**

Brand Designer & Social Media Marketing Manager

- [instagram.com/daraatshamael](https://instagram.com/daraatshamael) | [tiktok.com/@daraatshamael](https://tiktok.com/@daraatshamael)

Created and implemented the brand design for Dara'at Shamael | Managed social media platforms, creating engaging content to increase brand awareness and customer engagement.

### **HGM Abayas**

Brand Designer, Social Media Marketing Manager & Web Administrator

- [HGMAbayas.com](https://HGMAbayas.com) | [instagram.com/hgmabayas](https://instagram.com/hgmabayas) | [tiktok.com/@hgmabayas](https://tiktok.com/@hgmabayas)

Developed the brand design for HGM Abayas, aligning it with the company's vision and mission | Managed and optimized social media platforms to enhance brand visibility and customer engagement | Administered the website, ensuring seamless navigation and optimal user experience.

### **HGM Company WLL**

Sales Coordination Officer

- [instagram.com/hgmcobahrain](https://instagram.com/hgmcobahrain)

Coordinated sales activities, ensuring effective communication between the sales team and customers | Assisted in developing sales strategies to achieve business objectives.

### **Ghulam Murtaza and Sons WLL**

IT Manager & Social Media Marketing Manager

- [instagram.com/gmswll](https://instagram.com/gmswll)

- Managed IT infrastructure, ensuring efficient and secure operations | Managed social media platforms, creating engaging content to increase brand visibility and customer engagement.

# Experience

**Marketing Manager**, Info Bahrain Web Marketing Company WLL, Bahrain.  
June 2018 to June 2019

- **Managed the sales processes.**

Identifying potential customers | Presenting services | Closing sales | Following up with customers to ensure satisfaction | Explore further sales opportunities.

- **Handled financial transactions.**

Receiving payments | Issuing receipts | Keeping track of all cash and credit transactions | Ensuring that all collections and payments were processed accurately and timely.

- **Social media marketing agent.**

Developed and implemented social media marketing strategies | Increased brand awareness and sales | Created and shared content on social media networks | Monitored online reviews, | Responded to customer queries in a timely and accurate manner.

- **Web and graphics designer.**

Designed and updated website layouts, user interfaces, and graphics | Created engaging and user-friendly websites | Created and edited images and graphics | Ensured that the designs are in line with the client's brand image | Optimized websites for various devices and screen sizes.

- **Google SEO and Google AdWords administration.**

Increased website visibility and traffic | Keyword research and development | Implemented link-building strategies | Optimized website content for search engines | AdWords, set up and managed PPC campaigns | Monitored budgets, performance, and optimized ads to improve click-through rates and conversions.

**Partner, Business Development Manager**, SepteMber Studios PVT Ltd, Kaduwela, Sri Lanka.  
March 2016 to June 2018

- **Production Manager for "Nidahase Piya - DS" Film.**

Ensuring the film production was on schedule, within budget, and met quality standards | In coordination with the film director, cast, and crew | Managed logistics and resources.

- **Band manager of SihaShakthi Band as SihaShakthi Reunion.**

Was responsible for overseeing the operations and business affairs of the band. Scheduling rehearsals, coordinating performances, managing contracts, and liaising with event organizers and music industry professionals.

- **Marketing & Social Media.**

Managed the marketing and social media campaigns for the company | Developed and executed marketing strategies to promote the company's services, products, and events | Created and managed social media accounts and content, which helped to increase brand awareness and engagement

- **Marketing and publicity Campaigns for Tele Dramas and TV Programs.**

Involved in planning and executing marketing and publicity campaigns | Coordinated the company's teledramas and TV programs | Created promotional materials such as posters, trailers, and teasers | Developed media relations and partnerships to increase visibility and reach

- **Artist and extras Coordination for Tele Dramas, TV Commercials, and Music Videos.**

Coordinating with artists and extras for various tele dramas, TV commercials, and music videos | Identifying suitable talent | Negotiating contracts | Coordinating and Scheduling | Ensuring that the production teams had all the necessary resources to achieve their goals

# Experience

## **Sales, Marketing & Operations Manager**, The Future Projects Professionals, Muscat, Oman. **September 2014 to March 2016**

- Recruitment supply from Sri Lanka, India, Indonesia, Philippines, Kenya & Tanzania.
- Both Male & Female employees' welfare arrangements with related Embassy Missions.
- Documentation handling for employees as Manpower & Government rules of the employees.
- Commission payments & remittances for Manpower agencies.
- Partner and management consultant over Foreign Employment from Sri Lanka to the Sultanate of Oman.
- Helped management identify workflow issues and find solutions.
- Demonstrated ideas on how to improve performance and efficiency.

## **Assistant Showroom Manager**, méele - Hollywood Fashion PVT Ltd. Ja Ela, Sri Lanka. **November 2013 to August 2014**

- Develop promotions and events for online and regional marketing campaigns.
- Established a customer loyalty program and manage customer inquiries.
- Create graphic designs for social media marketing.
- Design logos and embroidery artwork for merchandise.
- Design banners and promotions for seasonal, charity, and stock clearance events.
- Manage IT and network systems for integrated inventory and POS management.
- Implemented warehouse software management, including quarterly stock counting and inventory rechecks.
- Handled network administration and web administration.

## **Contact Center Agent**, Sri Lanka Telecom PLC, Colombo, Sri Lanka. **June 2008 to September 2012**

- Managing inbound and outbound customer communication.
- Escalating customer complaints to relevant parties (such as NOC and regional technical teams),
- Telemarketing the company's products and services.
- Providing online technical support for email, internet, device configuration, VOIP services, and other related services.

## **Front Office Administrator**, Kobian Technologies (PVT) Ltd. Negombo, Sri Lanka. **April 2007 to April 2008**

- Liaised with corporate clients and individuals seeking ICT support.
- Marketing laptop and desktop computers and their accessories.
- Coordinated with the services team and scheduled site visits.
- Managed regional marketing initiatives and promotions.
- Coordinator for the "Teacher PC" project and worked in conjunction with the Ministry of Education and The Information and Communication Technology Agency (ICTA) of Sri Lanka.

# Education

## Following an Online MBA Program

UNIP - University of Pacific, Nicaragua, Central America.

**April 2023 - August 2024**

- Leadership & Management
- Marketing Management
- Innovation and Entrepreneurship
- Managerial Accounting
- Managerial Finance
- Human Resource Management
- Strategic Management
- Business Law
- Research Methodology
- Dissertation

## Diploma in Marketing Management - Online

**Achieved a Distinction Pass.**

Metropolitan Institute Of Business Management, Rajagiriya, Sri Lanka.

**January - April 2023**

- Understanding Marketing Management.
- Developing Marketing Strategies and Plans.
- Marketing Environment.
- Market Research & Forecasting Demand.
- Analyzing Consumer Market.
- Analyzing Business Markets.

## GCSE Advanced Level

**Physical Science Stream**

Maris Stella College, Negombo, Sri Lanka.

**June 2004 - August 2006**

Combined Mathematics  
Physics  
Chemistry  
ICT  
General English

## GCSE Ordinary Level

Christ King College, Tudella, Ja Ela, Sri Lanka.

**January 1993 - December 2003**

Mathematics	<b>A</b>
Science & Technology	<b>A</b>
English	<b>A</b>
Social Studies & History	<b>A</b>
Business & Accounting Studies	<b>A</b>
Buddhism	<b>A</b>
History	<b>A</b>
Sinhala Language	<b>B</b>
Art	<b>S</b>
Sinhala Literature	<b>S</b>

# Licenses & Certifications

## Google Ads Certifications

**April 2023** - Google Digital Academy (Skillshop)

- Google My Business
- Google Ads - Apps Certification
- Google Ads - Display Certification
- Google Ads - Measurement Certification
- Google Ads - Search Certification
- Google Ads - Shopping Certification
- Google Ads - Video Certification

## Social Media Strategist

**January 2023** - Lectera.com

- Instagram From Scratch
- What is Telegram - A Complete Guide
- Creating YouTube Content. Light, Space, Equipment, Editing
- Launching a YouTube Channel. Become a Popular Vlogger
- YouTube Marketing. Make Your Channel Popular
- Communication Guru. A Guide To Affecting People
- Storytelling For Business. Make Money by Telling Stories
- Million Dollar Careers: How to become a true professional and discover your life's calling

## Fundamentals of Digital Marketing

**June 2022** - Google.com - Google Digital Garage

## Introduction to Programming Using HTML and CSS

**June 2022** - Pirple.com

## Marketing on Instagram

**June 2022** - LinkedIn.com

## Social Media Strategy for Small Businesses

**October 2020** - Alison.com - Empower Yourself

## Best Customer Support

**January 2009** - Contact Centre, Sri Lanka Telecom PLC, Colombo Sri Lanka.

## Level 4 - Yonkyu

**January 2009** - Japanese Language Center - Sasakawa, Colombo, Sri Lanka.

## Diploma in Computer Hardware Technician

**March 2007** - Golden Key Institute of Information Technology LTD, Negombo, Sri Lanka.

## Diploma in AUTO CAD + 3D Max Designer

**March 2007** - Golden Key Institute of Information Technology LTD, Negombo, Sri Lanka.

## JLPT Level 1 / Nyumon 1

**January 2007** - Japanese Language Center - Sasakawa, Colombo, Sri Lanka.

## Elementary Communication - London Examinations

**March 2004** - Gateway College Negombo, Sri Lanka.

## Computer Programming Course - Intermediate Level

**February 2003** - TEC Sri Lanka, Negombo, Sri Lanka.

## Computer Programming Course - Basic Level

**November 2001** - TEC Sri Lanka, Negombo, Sri Lanka.