



ANJANA UWANPRIYA PERERA

Sri Lankan

22/07/2004

EDUCATION HISTORY

Bachelor of Business Administration

Manipal International University
(Malaysia)

August 2022
- Present

Odoo 11 for Business

Mind Luster Course

March 2023

Digital Strategy Brand Marketing

Mindluster Course

March 2023

Social Media Marketing

Mindluster Course

March 2023

Tally ERP 9

Educated by an Accountant

March 2023

A/Level

The Indian School Bahrain

May 2022 - June 2022

- Academic Excellence in Marketing
- Academic Excellence in Business
- Academic Excellence in Accountancy
- Academic Excellence in Economics
- Academic Excellence in English

O/Level (GCE)

May 2021 – June 2021

British Council

- Academic Excellence in Sinhala

O/Level

Feb 2020 – March 2020

The Indian School Bahrain

- Academic Excellence in Mathematics
 - Academic Excellence in Social Science
 - Academic Excellence in Science
 - Academic Excellence in English
 - Academic Excellence in French
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WORK EXPERIENCE

Marketing & Sales Advisor

Feb 2024 – November 2024

American Global Consulting W.L.L

- Experienced Marketing Specialist with a focus on campaign optimization, brand visibility, and SEO.
- Skilled in social media management, keeping up with the latest videography trends for engaging content.
- Proficient in Google Ads and other digital tools to drive engagement and website traffic.
- Strong background in market research to inform data-driven, SEO-focused marketing strategies.
- Highly skilled in website creation and management to enhance brand presence.
- Proven ability to collaborate with cross-functional teams to deliver impactful, modern marketing solutions.

Marketing Executive

April 2023 – January 2024

Martinville Acoustics & Interiors W.L.L

- Trained in fundamental HR responsibilities, ensuring tasks are completed accurately and on time.
- Executed a wide range of marketing and social media management initiatives, focusing on brand promotion and engagement.
- Managed administrative tasks, including employee coordination, petty cash handling, and bookkeeping, to support smooth operations.
- Produced cinematic videography and photography projects for brands such as Cinelab, Bohmer, and Martinville Acoustics.
- Designed and developed websites for Cinelab and Martinville Acoustics, along with creating professional brochures and catalogs to enhance brand presentation.

Chief Brand Developer & Ecommerce Specialist

Böhmer W.L.L

November 2023 – January 2024

- Built the brand from the ground up, including conceptualization, logo creation, and visual design, ensuring a cohesive brand identity.
- Conducted in-depth market research to source products and establish partnerships with reliable manufacturers.
- Developed a comprehensive luxury e-commerce website on Shopify for Böhmer, incorporating custom coding for a seamless user experience.
- Managed Böhmer's social media accounts to enhance online presence and engage target audiences effectively.
- Executed high-quality product photography and videography to elevate brand aesthetics and showcase offerings.
- Designed and implemented logistics and payment solutions for efficient local operations, ensuring smooth and secure customer transactions.

Director & Lead Videographer AD Venture

The Indian School

November 2023 – January 2024

- Directed and led videography for an ad venture with The Indian School, overseeing all aspects from concept development to final production.
- Created and approved the video concept, ensuring alignment with the client's vision and maintaining consistency throughout filming.
- Coordinated on-set and location shoots, ensuring optimal equipment functionality and smooth operations during production.
- Led post-production editing and collaborated with camera operators to deliver high-quality video content on time.

SOFTWARE EXPERIENCE

- **Adobe Illustrator**
Educated by Various Internet Sources
- **Adobe Photoshop**
Educated by Private Tutor
- **Adobe Premiere Pro**
Educated by Various Internet Sources
- **Adobe Lightroom**
Educated by Various Internet Sources
- **Microsoft Word**
Educated by Private Tutor
- **Microsoft Excel**
Educated by Private Tutor
- **Microsoft PowerPoint**
Educated by Private Tutor
- **Odoo 11**
Educated by Mind Luster
- **Visual Studio**
Educated by Various Internet Sources
- **Tally ERP 9**
Educated by an Accountant

HOBBIES

- **Modelling**
- **Bodybuilding**
- **Fitness & Nutrition**
- **Trading**
- **Boxing**
- **Fashion Design**

REFERENCES

- **Jacob Thomas**
Founder
Martinville Acoustics & Interiors
Böhmer
+973 6636 6463
- **Zaina Garganera**
Head of operations
American Global Consulting
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