



HATIM KASSANDEEN

Head of sales and marketing

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E69, Baminiwatte, Mawanella, Sri Lanka

EDUCATION

Postgraduate Dip in Marketing

CIM - UK

2023- Present

Diploma in Hotel Management

CTH - UK

2011 - 2012

SKILLS

- Strategic Planning & Execution
- Sales and Marketing Leadership
- Brand Building & Market Expansion
- Export Operations & International Trade
- Financial Oversight & Commercial Acumen
- Multi-Unit Operations Management
- Digital Marketing Strategy
- Business Development & Partnerships
- Team Leadership & Organizational Development
- Customer Experience & Service Excellence

About Me

I bring over 11 years of experience in sales, marketing, and brand development—mainly in the tea, tourism, and export industries. I've had the opportunity to launch and grow successful tea centres, lead international marketing campaigns, and build brands from the ground up, both in Sri Lanka and the UAE. What I can add to your team is not just strategy and execution, but also energy, creativity, and collaboration. I'm a strong team player who thrives on working with others, and I've also proven myself as a hands-on leader who can inspire and guide a team toward real results.

WORK EXPERIENCE

May 2023 - Present

Bluefield Tea - Ramboda, Sri Lanka

Head of sales and marketing

- Head of marketing, exports, domestic sales, and tea centre operations across the Bluefield brand.
- Designed and implemented the company's marketing blueprint and brand guidelines.
- Created and launched "Ramboda Kahata", a local tea brand tailored for the Sri Lankan market.
- Led Bluefield's presence at international trade exhibitions, expanding export opportunities.
- Oversaw digital marketing, content creation, and brand engagement strategies across platforms.

January 2023 - April 2023

Mackwoods Tea - Dubai, UAE

International Marketing Manager

- Directed Gulf market expansion through targeted B2B and B2C marketing campaigns.
- Managed marketing communications, trade exhibitions (Gulfood), and buyer engagement in UAE and Europe.
- Established and nurtured distribution partnerships with hospitality groups and retail chains.
- Coordinated digital lead generation and cross-border logistics alignment with Sri Lankan operations.

LANGUAGE

English
Mandarin
Sinhala
Tamil

REFERENCES

References available upon request

January 2021 – December 2022

Mackwoods Tea – Nuwara Eliya, Sri Lanka

Retail Sales/Tea Centre Manager

- Initiated and led the establishment of the Mackwoods Nuwara Eliya Tea Centre.
- Secured the site through a successful government tender, oversaw interior design and full setup.
- Recruited, trained, and managed a team delivering high-standard tea tourism experiences.
- Oversaw inventory, retail sales, and visitor engagement strategies.
- Integrated tea hospitality, guided tours, and product merchandising into the centre's operations
- Formulated and executed integrated marketing strategies to build brand awareness and boost revenue during Covid 19.
- Worked closely with the Board of directors to strengthen the brand and improve sales domestically and internationally
- Analyzed market trends, competitors, and consumer data to refine sales tactics.
- Managed advertising, PR, promotions, and cross-functional campaigns across tea retail centers.

April 2016 – December 2016

Mackwoods Tea – Labookelie Tea Centre

Accounts Executive / Accountant

- Managed daily cash flow for the Nuwara Eliya Tea Centre, ensuring accurate recording and allocation.
- Handled payroll processing, including guide commissions and staff salaries.
- Oversaw inventory and stock management, maintaining optimal stock levels and minimizing losses.
- Prepared monthly financial reports, including profit & loss statements, balance sheets, and cash flows.
- Conducted internal audits, stock counts, and reconciliations.
- Acted as Tea Centre Manager during management absence, supervising front-end operations and staff.

March 2012 – March 2016

Midas Safety – Biyagama, Sri Lanka

JuniorAccounts Executive

- Managed accounts payable, processed supplier payments, and handled petty cash.
- Prepared financial statements, management reports, and tax computations (VAT, PAYE, EPF/ETF).
- Handled bookkeeping, bank reconciliations, and payroll processing for multiple clients.
- Conducted company secretarial tasks including UK company formations, filings, and compliance updates.
- Used SAP, SAGE, and IRIS systems for financial reporting and payroll.
- Assisted with audit preparations and delivered client-facing accounting services under tight deadlines