

CHALITH ERANGE SILVA

MANAGER SALES & MARKETING

PERSONAL STATEMENT

A capable, results orientated sales manager with experience of working FMCG Retail, IT field sales, Promotions and Event Management in internationally and locally. I am capable of leading high performance teams and of successfully increasing efficiency and productivity whilst reducing costs and inefficiencies. Ability to keep a level head at all times, nurtures and grow a business, evaluate opportunities and risks and also deliver innovative new solutions to challenges. Possessing excellent client facing and configuration skills and highly successful in helping define company direction, achieving goals and optimising business.

Now looking for a new and challenging managerial position, one which will make best use of my existing skills and experience and also further my personal and professional development.

KEY SKILLS AND COMPETENCIES

- ❖ Strong leadership's skills in board governance, new business development.
- ❖ Experience in Field Sales & Distribution Management .
- ❖ Good knowledge of company's ERP process.
- ❖ Comprehensive understanding of financial management principles.
- ❖ Entrepreneurial with commercial acumen and excellent management skills.
- ❖ Driving sales teams to a higher level of performance.
- ❖ Results-oriented with a positive outlook and a clear focus on high quality and business profit.
- ❖ Strong analytical skills and sales forecasting
- ❖ Awareness of the economic behaviour and Understand the market trends.
- ❖ Decision making in a pressured, commercial driven environment.
- ❖ Advanced knowledge of digital trends & E-Commerce websites.
- ❖ Experience of print and web design experience
- ❖ Ability to train, coach staff and conduct skills development work shops.

CAREER HISTORY

SALES & MARKETING MANAGER. – **Kyrance Technologies** – Malabe , Sri Lanka. *(December 2018-Present)*

- ❖ Enhance profits by facilitating new contracts to and material for new business.
- ❖ Engage in field sales to bring new business from both retail and corporate .
- ❖ Implement productivity, quality, and customer service standards to attract and maintain client relationships
- ❖ Increased brand integrity and awareness by monitoring the quality of marketing content and understanding market exposures
- ❖ Build corporate relationships in order to assist in expanding the market potential.
- ❖ Manage company social media marketing.
- ❖ Create business proposals and provide appropriate customised solutions for the clients according to the current Market trend.

KEY ELEMENTS IN CAREER

Confirmed 3.0 Million sales to the company by canvassing & Field Sales within 3 months of service and + 5 million pending proposal level business.

AREAS OF EXPERTISE

- ❖ Management procedures
- ❖ Controlling budgets
- ❖ On time delivery
- ❖ Business improvement
- ❖ Employee relations
- ❖ Forecasting & finance
- ❖ Financial Awareness
- ❖ Project management
- ❖ Client retention
- ❖ Implementing policies
- ❖ Cost control
- ❖ Corporate planning
- ❖ Business growth
- ❖ Strategy Execution
- ❖ Lean thinking
- ❖ People Development
- ❖ Marketing & Promotions
- ❖ Website management & Designing Graphics

PERSONAL SKILLS

- ❖ Assertive
- ❖ Ability to make decisions
- ❖ Problem-solving
- ❖ Collaboration
- ❖ Strong Leadership
- ❖ Team work
- ❖ Innovative ideas
- ❖ Inspiring innovation.
- ❖ Communication Skills
- ❖ Work Ethics
- ❖ Honesty and Integrity
- ❖ Adaptability
- ❖ Positive Attitude
- ❖ Self-Confidence
- ❖ Planning and Organization

TRAININGS & WORKSHOPS

- ❖ Training Skills
- ❖ Retail Excellence
- ❖ Implementing Change
- ❖ Gaining Commitment
- ❖ Coaching
- ❖ Personal Effectiveness
- ❖ Operation Skills
- ❖ Safe & Legal
- ❖ Crisis Management
- ❖ Shrink & Security
- ❖ BIIAB Level 2 (award for personal Licence Holders, Retail and Consumer Law)
- ❖ Food & Hygiene Level 2
- ❖ First aid & Workplace

SALES & MARKETING MANAGER. – Bee Designing & Printing – Nugegoda, Sri Lanka. (July 2016- November 2018)

- ❖ Responsible for development of innovative and potential business opportunities locally.
- ❖ Customer interactions and perform business development activities
- ❖ Responsible for planning marketing and sales strategies for the organization.
- ❖ Handling and supervising the front-end correspondence of the organization.
- ❖ Effective Security and inventory manager reducing shrink well below company percentage.
- ❖ Coached individual team performance daily utilizing behavioural based coaching and role play techniques.
- ❖ Accountable for Visiting key customer portfolios and building business relationships on potential customers

KEY ELEMENTS IN CAREER

- ❖ 25% sales increase of year 2017 from developing new client accounts.
- ❖ Managing the relocating and restructuring the company.
- ❖ Followed up with previous terminated contracts for renewal business with a success rate of 80%

DEPUTY MANAGER RETAIL – Tesco (PLC). London, United Kingdom. (August 2010 – March 2016)

Locations –Tesco Barnet high Street (2015 – 2016) / Tesco Chase side (2014-2015) /Tesco Barnet Greenhill (2010 – 2014)

Managed a team of 20 associates while managing daily operations of the FMCG store; which included open/close procedures. Joined the company as customer assistant in 2010 then promoted to Deputy Manager in 2012.

- ❖ Responsible for store's daily operations, high-volume customer service, profit and loss management as well as setting, monitoring, and driving sales goals
- ❖ Recruited, interviewed, hired, developed, evaluated, coached and counselled employees
- ❖ Ensured proper cash controls and loss prevention procedures were in place and followed
- ❖ Promoted community engagement and marketing
- ❖ Maintained store's appearance and merchandising with ongoing marketing campaigns.
- ❖ Supervised and managed warehouse operations including stock management and receiving, ordering and inventory control of stocks.
- ❖ Forecast weekly sales and inventory & merchandising the goods.
- ❖ Trained employees in customer service, proper sales technique, policies and procedures
- ❖ Coordinated special events, Seasonal Activates, promotional campaigns, public relations initiatives.
- ❖ Responsible for Cash, Administration, Audits procedures and followed the “Due diligence”.
- ❖ Responsible for creating and setting store merchandise displays.
- ❖ Accountable for manage and monitor all the reports such as cash,audits,staff training,shrink,sales,merchandising,stock,payroll and right to work.
- ❖ Accountable for store's HR duties such as staff payroll, Holiday and absences, handled grievance and bereavement procedures and all the training and coaching activates of staff.

KEY ELEMENTS IN CAREER

Barent Greenhill Tesco

- ❖ Achieved the Green KPI end of the year and increased the sales from last quarter sales £53,000 to £66,000.
- ❖ Received BLUE (Highest Level) Review for end of year performance with positive feed back.
- ❖ Successfully completed the Store Manager Sign on interview with positive feed back

PERSONAL DETAILS

CHALITH ERANGE SILVA

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Dehiwala, Sri Lanka

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Chaseside Tesco

- ❖ Successfully carried out the Christmas seasonal event and increased sales LFL(Life for Life) 12%.
- ❖ Created positive sales culture, focusing on needs-based selling and celebration of success, allowing sales to occur without disregarding customer experience.

SENIOR ACCOUNTS EXECUTIVE / DESIGNER – Art box Advertising (PVT).Colombo, Sri Lanka. (September 2009 - January 2010)

Develop and manage key relationships with agencies, vendors and suppliers, providing marketing solutions to ensure market share growth. Maintained and managed 15+ accounts promote the products and services.

HEAD OF DESIGN/PROMOTIONS – EPSI Computers (PVT).Colombo, Sri Lanka. (December 2004 - May 2009)

Joined the company as Junior Executive in 2004 then promoted to Head of Division in 2007.Coordinated, produced and managed all promotions and special events for the company.

- ❖ Managed & Handled promotions, special events and marketing campaigns for the company and the dealers.
- ❖ Responsible for develop, design of concepts for printing and multimedia campaigns for the company.
- ❖ Prepare cost estimates for campaigns, Determine length and timing.
- ❖ Coordination with ASUS India for ASUS.lk site. Updating all the news, press releases, events relevant to ASUS and monthly updating the product list and managed the company website.
- ❖ Supervised and managed the division.

KEY ELEMENTS IN CAREER

- ❖ Achieved the most innovative stall award for the company in 2006 Infotel exhibition.
- ❖ Successfully handled the EPSI /Singer notebook launch.
- ❖ Successfully handled the EPSI I store store opening for Apple products.

ACADEMIC QUALIFICATIONS

- ❖ Currently reading Master's of Business Administration Awarded by Glyndwr university U.K..(Complete 2020)
- ❖ **Bachelor of Business Management**– University of Warwick, U.K. Dec 2012
- ❖ **Instruction in multimedia** –conducted by Singapore informatics Sri Lanka May 2004
- ❖ **Certificate in web design** – conducted by Thomson education Sept. 2002
- ❖ Completed GCE Advanced Level from Mahanama College, Colombo 3, Sri Lanka 1998

REFERENCES

- ❖ Mr. Nirnanjan Canagasooriyam (Chief Executive Officer)
EPSI COMPUTERS PVT LTD - 403, Level 1, Gale Road, Colombo, 003, Tel: 0112 374 400/ +94112467723 · +94112467724 · niranjan@epsi.lk.
- ❖ Mr. Dhanushka Perera (Managing Director)
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