

UPEKSHI PERERA



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Date of Birth

17th of April 1981

Nationality

Sri Lankan

PROFESSIONAL EXPERIENCE

EFL 3PL (Subsidiary of Expolanka Holdings PLC) (Marketing – December 2021 to Present)

Designation : Senior Manager – Brands & Digital Transformation

Roles & Responsibilities;

- Implementing brands and communications strategies to increase brand equity and awareness in maintaining its position as one of the leading 3rd party logistics companies in Sri Lanka. This includes digital/social media marketing, PR & communication strategies.
- Responsible for initiating digital transformation trends in maintaining service efficiency.
- Leading CSR & sponsorship projects pertaining to the company.
- Supporting marketing and operations of Quickeelk, a digital marketplace which is managed by EFL 3PL.
- Coordinating CEO office work with internal and external stakeholders.

Marketing & Digital Consultancy (Marketing – July 2020 to November 2021)

Designation : Independent Consultant

Roles & Responsibilities;

- Providing Marketing & Branding strategies related to the client's products and services, in achieving their business objectives.
- Helps creative and innovative product/service offerings to increase market share in emerging or existing markets.
- Recommends specific Media, Advertising, PR & Promotional campaigns.
- Engages in environmental sustainability projects to increase brand equity and social responsibility, which in turn minimizes cost and increase revenue.

Fortunaglobal (Pvt) Ltd – Financial Technology (FinTech) (Marketing – May 2019 to May 2020)

Designation : Head – Marketing & Client Experience

Role & Responsibilities;

- Innovating Business and Marketing strategies with the involvement of internal stakeholders.
- Maintaining relationships to retain premier account clients.
- Special focus on B2B marketing strategies.
- Management of marketing campaigns (PR, Branding, Social Media, Events, Promotions)
- Supporting Sales & Product Teams in launching campaigns.
- Creativity thinking for new product development.

Etisalat Lanka (Pvt) Ltd. – Telecommunication

(Marketing – April 2013 to March 2019) Designation : Manager – Loyalty & Retention

Role & Responsibilities;

- Responsible for the launch of Epic Rewards, the customer Loyalty Programme for Etisalat Sri Lanka in July 2013. (Effie Award Winner 2013 - The Effie Awards honours effective marketing communications across Sri Lanka. It identifies and rewards the most significant achievements in marketing communications.)
- Planning and execution of the Product & Promotions along with the Marketing Strategy.
- Branding and Communications in order to support the Company Strategy which includes traditional & DigitalMedia.
- Understanding Key drivers of customer loyalty strategies to increase loyalty & revenue among Prepaid/Postpay Customer and to acquire new customers to the network.
- Launch of Etisalat Premier, an experience based VIP Loyalty Programme for the High end Individuals & Corporate Clients.
- System development and vendor relationship with and product innovation for the Loyalty platform provided by hSenid Solutions.

Bharti Airtel Lanka (Pvt) Ltd. - Telecommunication

(Sales & Marketing – 1st September 2008 to 15th April 2013)

Designation : Assistant Manager – Corporate Sales, Enterprise Business & Modern Trade

Role & Responsibilities;

- Responsible for Business Development initiatives through products and promotions for customer acquisition and retention.
- Corporate Marketing, Event management for Internal and External Promotions and Events.
- Modern Trade Solution through Abans Retail Outlets.
- Enterprise Business Solutions via different channels.

Previously at Airtel : Senior Executive

-Mobile Commerce & Premier Client Relations-

- Coordinated with Fortunaglobal (Pvt) Ltd and Payment India (Strategic partners) for new M Commerce operations.
- Liaised with Bank of Ceylon (BOC) to commence M Commerce operation.
- Assisted in the Premier Client Relationship Strategies.

-Alliances-

- Responsible for Alliance Strategies & CommunicationModules.

-Corporate Sales- Abans Lanka (Pvt) Ltd-

- Responsible for the implementation of a new Postpaid Business Partner.
- Initiated Abans Islandwide Showroom operation for Postpaid (155 showrooms)

-Scalene Holding (Private) Limited-

- Assisting in the team's performance towards Postpaid Acquisition, Retention and Revenue growth.

Dialog Axiata PLC - Telecommunication

(Group Marketing Promotions - April 2008 – August 2008)

Designation : Marketing Executive

Role & Responsibilities;

(Responsible for Dialog eZPay M-Commerce, Star Points, Dialog IDD & Dialog Roaming)

- Loyalty Management.
- Event Management.
- Business Development, planning and implementation of the company.
- Advertising & Sponsorships.

**Key Client Relations under “Club Vision” – (the VIP Loyalty Programme)
(March 2006 – March 2008)**

Designation : Executive

Role & Responsibilities;

- Loyalty & Event Management.
- Business development, planning and implementation for VIP customers.
- Responsible to Divisional CSR, Divisional programmes and events.
- Corporate Travel Management (CTM).

Cathay Pacific Airways (C/O James Finlays Airline Agencies)

(Sales & Marketing August 2005 – March 2006) Designation : Sales Executive

Role & Responsibilities;

- Planning & Development in terms of sales & revenue growth.
- Was allocated certain travel agents, where I was responsible for their performance.
- Promotions & Event Management.
- Coordinating “Asia Miles” – The Frequent Flyer Programme.

Asia Securities (Pvt) Ltd.

(Investment Banking - August 2005 – March 2006)

Designation : Trainee Investment Advisor

Role & Responsibilities;

- Identify client investment objectives by effectively communicating portfolio losses when necessary, while preserving client loyalty
- Managing the full scope of a client relationship by evaluating the client’s financial needs, investment opportunities, current holdings and available investment capital.

Malaysia Airlines (C/O Hemas Air Services Pvt. Ltd)

(Marketing - August 2003 – December 2004) Designation : Marketing Officer

Role & Responsibilities;

- Promotions and events for Travel Agents and direct customers.
- Advertising and Promotions.
- PR.
- Coordinating “Enrich” – The Frequent Flyer Programme.

PRESENT/PAST EXTRA CURRICULAR ACTIVITIES

Leadership, Project & Relationship Management

- ☐ Founder/CEO of Green Choice Lanka (An environmental advocacy & conservation organisation).
- ☐ Former Teacher for the Wendy Whatmore Academy of Speech & Drama.
- ☐ Member of the Rotary Club of Colombo Metropolitan.
- ☐ Member of the Wildlife & Nature Protection Society.
- ☐ Former Travel Consultant for Back of Beyond Travels; an eco-tourism company.
- ☐ Former Trustee of the Federation of Environmental Organisations (2018/2019)
- ☐ Vice Chairperson of the Youth Wild of the Wildlife & Nature Protection Society - WNPS (2018/2019)
- ☐ Committee Member – Wild Kids (Children’s Arm of the WNPS)
- ☐ Past President of the Sri Lanka Sub Aqua Club. (The only national based Dive Club in Sri Lanka).
- ☐ Past President of Airtel’s Sports Club and Employee Engagement Committee.
- ☐ Past Member of the Young Women’s Business Association.
- ☐ Past Director – Club Services of the District Rotaract Organization. Rotary International 3220 As the Rotaract District Club Services Director, I was responsible for the performance of all clubs and to focus on a membership growth. This meant identifying institutes and young individuals, presenting the goals of the Rotaract movement in order to form new Rotaract Clubs. There was a 100% growth in membership during my tenure of service.
- ☐ Former Co-ordinator for RotAsia (South Asian Conference held in February 2007 in Chennai) which was jointly organized by the Rotary International District 3230 Chennai and Rotary International District 3220 – Sri Lanka. Received Award of Excellence at the Conference.
- ☐ Past President of the Rotaract Club of Colombo Regal.
- ☐ Past Secretary of the Sri Lanka Interline Club.

PROFESSIONAL QUALIFICATIONS

2013 Onwards

- Master of Business Studies

Faculty of Graduate Studies

- University of Colombo (Partially completed)

2003

- The Wendy Whatmore Academy of Speech & Drama
- Achieved the “Teachers Degree” of Speech & Drama

2003

- International Airline Ticketing Academy
- Diploma in airline Marketing, Ticketing & Reservations

2002

- Chartered Institute in Marketing (CIM)

2001

- SLIM Business School
- Preliminary Certificate in Marketing

1998

- IDM Computer Studies (Pvt) Ltd.
- Diploma in Computer Studies

EDUCATION

Holy Family Convent, Kalutara	-	Kindergarten to Grade4
Kalutara Balika Vidyalaya	-	[Grade 4 – Grade 6]
Yasodhara Balika Vidyalaya, Colombo8	-	[Grade 6 - A/LGrades]

ACADEMIC QUALIFICATIONS

1997	-	G.C.E. Ordinary Level Examination
2000	-	G.C.E. Advance Level Examination

EXTRA CURRICULAR ACTIVITIED IN SCHOOL

LEADERSHIP

- Deputy Head Prefect
- President of the school’s Interact Club
- President of the school’s Magazine Club

Deputy Head Prefect

- President of the school’s Interact Club
- President of the school’s Magazine Club

LITERACY

- President of the school’s Literacy Club
- Member of the School’s Drama Society

SPORTS

- Inter-house captain
- Captain of the School’s Swimming team.
- Captain of the school’s Volleyball team

OTHER ACHIEVEMENTS IN SCHOOL

- Best speaker for the year.
- Member of the Organising Committees of the District Interact Organizational level projects such as Interaction and Inter-Flash.

REFEREES

MR. NUSHAD PERERA

FORMER – CHIEF DIGITAL SERVICES OFFICER &
CHIEF MARKETING OFFICER – DIALOG AXIATA
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MR. JEHAN CANAGARETNA

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