

JANITH WEERAKA TILLEKASEKARA

Marketer | B2B Specialist | Consultant
| Writer | AI Enthusiast

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WORK EXPERIENCE

●	Oceans July 2024 - Present	Marketing Specialist Having transitioned to the internal team, my primary responsibilities include but are not limited to Growth Marketing, Affiliate/Referral Marketing, Social Management, CRM & Workflow Automation and other day-to-day marketing operations.
●	November 2022 - June 2024	Consultant - Marketer As a consultant, I worked with clients such as Vowel & Fortue, software companies specializing in Video Conferencing and Construction Payments respectively. My work primarily revolved around Growth & Outbound Marketing, New Business Development, Content Creation & Management and Customer Success & Retention via Customer Relationship Management (i.e. Hubspot).
●	We Are Team Rocket July - October 2022	Senior Executive - Growth, Marketing & Sales My primary responsibility was to develop, execute, and monitor marketing programs across a variety of B2B channels. Furthermore, I was tasked with B2B Demand Generation & Lead Nurturing, ICP Analysis, LinkedIn & Email Marketing, Retargeting, Content Marketing, Analyzing B2B trends and CRM & Account Management.
●	January - June 2022	Executive - Growth, Marketing & Sales
●	October - December 2021	Growth, Marketing & Sales Specialist
●	Simplebooks September 2020 - August 2021	Search Engine Optimization Specialist and Content Writer I was an SEO specialist and a content writer for Simplebooks, where my primary role was to enhance the Search Engine Optimization (SEO) and the Domain Ranking of the company site via contextual backlink building and implementing SEO driven content.
●	Vendee Ceylon October 2020 - March 2021	Social Media Cordinator I was tasked with handling the Social Media Platforms (Instagram, Facebook, Twitter & LinkedIn) of a Digital Ecommerce Startup which ceased operations due to a lack of competitiveness in the market, however, I believe my learnings in this role gained me invaluable experience.
●	Unilever Sri Lanka June - Aug 2019	Marketing Trainee (Summer Internship) My main responsibility was working on New Product Development, Strategic Analysis, Concept Development & Testing, Prototyping and Analyzing Consumer Market Need Gaps while occasionally helping with Operational Marketing Activities.

EDUCATION

●	Chartered Institute of Marketing 2023-2024	Postgraduate Diploma in Professional Marketing Graduated with 3 Distinctions (3 As)
●	University of Plymouth 2018-2021	BSc. (Honours) International Management and Business Graduated with a First Class Honours
●	NSBM Green University 2017-2018	Foundation Program for Bachelors Degree Passed with 8As, 1B+ & 1C+

OTHER EDUCATIONAL QUALIFICATIONS

- Project Management (LinkedIn)
- Market Research Foundations (LinkedIn)
- Personal Branding (LinkedIn)
- Content Marketing: Social Media (LinkedIn)
- Fundamentals of Digital Marketing Certification (Google Digital Garage)
- Introduction to SPSS Statistical Analysis Essential Training (NSBM)
- HubSpot Sales Software Certification (Hubspot)

VOLUNTEERISM & LEADERSHIP

Louvre International School

- Junior Prefect (2011-2013)
- Member of Media, Band, & Science Club (2012-2013)
- Treasurer for English Literacy Union (2014-2015)
- Senior Prefect (2015-2016)

NSBM Green University x University of Plymouth

- **Student Ambassador (SPARKS)**

The SPARKS program offered me as an undergraduate the opportunity to act as a liaison between Unilever and NSBM. The program was set up to recognize the top young talent around the country who have the passion to Want More, Do More and Contribute More to become a great leader with a positive impact within the corporate world.

- **Member of Toastmasters, Leo, Rotaract and Western Drama Clubs of NSBM**

- **Professional Development Director for Rotaract Club of NSBM (2018-19)**

My first notable leadership position within NSBM at the age of 17, pushed me so far beyond what I had ever dreamed possible, leading a team of volunteers spearheading over 6+ projects under the avenue while forming various strategic partnerships with organizations such as NYMUN, Interact Club of Ananda and etc.

- **Vice President for Rotaract Club of NSBM (2019-20)**

As one of the Vice Presidents for the year, I was in charge of the two main avenues, Community Services and Professional Development spanning multiple projects & their respective teams which led to nominations of multiple awards under these two avenues at the annual Rotaract Assembly.

- **President for Rotaract Club of NSBM (2020-21)**

Even though the majority of the year was impacted by the Covid-19 pandemic, the Club has seen a tremendous growth within 1 year having done 51 Projects and an impressive growth of its Membership by 348% which is a historical first in our 8-year history. It was my biggest test perhaps of leadership and testament of will to lead a team of 30 Board Members and 300+ members of our club especially during a period of unfortunate uncertainties.

- **English Tutor for Project Ace**

Project Ace was a project incorporated to educate a group of young boys in an orphanage every Saturday. As a project chairperson, I volunteered to teach English every Saturday as I believe it will help those young boys to adjust better to the current landscape within Sri Lanka and not be held back in society due to their misfortunes. Even though I had to give up the latter part of my Saturdays, I was thankful to be given the chance to impact someone else's life and I wouldn't have changed it for the world. However, my only regret is that we did not get to finish our syllabus due to the ongoing pandemic.