



PANDUKA EKANAYAKE

Brand Manager

ABOUT ME

Decisive Brand Manager with 4+ years of experience in a B2B environment with a rich career history marked by explosive sales growth, successful new product launches, and innovative acquisition strategies. With ability to drives company growth through creativity.

Equipped with a record of success in managing clients advertising through paid platforms. Resourceful team leader skilled at analysing market trends and a creative individual capable of creating and designing artwork throughout the creative process.

SKILLS

Adobe Creative Cloud

Google, Facebook PPC

Social Media Management

Project Management

Photography & Videography

Brand Identity

Web Design UI/UX

Search Engine Optimization

Art Direction

Team Direction

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PROFESSIONAL SUMMARY

- Brings 8 Years of strategic marketing and branding experience spanning Construction, Fashion, Events, and Entertainment with Alpha Wholesale, LCY Clothing and Blink Productions.
- Transformed Alpha Wholesale's overall branding and marketing strategy, improving sales by over 30%, new users by 41% in 2020 and 43% in 2021.
- Led the development of LCY Clothing's long-term branding and expansion goals, which paid off in 2021 when LCY LONDON became a recognised global brand.

KEY AREAS OF EXPERTISE

- Digital Marketing
- Strategic Brand positioning
- Brand Management
- Process Optimization
- Expert creativity – Graphic Design, Photography and Video
- Social Media Marketing /Influencer Marketing
- SEO/SEM
- Content Management CRM/CMS
- Google Analytics/AdWords
- Frontend web development – HTML / CSS

PROFESSIONAL EXPERIENCE

BRAND MANAGER

[ALPHA WHOLESAL](#) | JAN 2018 - PRESENT

With more than 35 years of business, Alpha develops revenue by doing thorough market analysis, identifying competitive positioning and consumer segmentation, and creating communications and pricing strategies.

- Complete overhaul of the company branding to fit target client base, resulting in an increase of over £1M in turnover 31% improvement compared to 2020.
- Implemented new web strategy and supervised the development of new ecommerce website. Which improved website, and new users, by **41% in 2020** and **43% in 2021**.
- Web sales increased by **122% in 2020** and **44% in 2021** over £500,000+ in website revenue.
- Launched targeted PPC campaigns on Google Ads, Facebook Ads and Instagram Ads, resulting in 1.4% conversion rate and 70% customer retention rate (over six months)

Developed strategy and oversaw execution for marketing materials and annual product catalogue production.

- Planned and managed marketing departments, annual plans & budgets.
- Developed strategic monthly plans based on market segments with the Director of Sales
- Management of web presence, with a product catalogue of over 5,000+ products.

Created and integrated new digital marketing campaigns, setting up, monitoring and designing 4 marketing campaigns a month.

- Graphic Design from printed A5 Flyers, Digital Artworks, Illustrations and more.
- Conducted customer insight surveys and leveraged findings to localise marketing campaigns, successfully re-onboarding of 10% of former customers
- Definition and implementation of KPIs, followed by creation and analysis of monthly report.
- Coordination with different partners, agencies and temporary staff.
- Reporting and Analytics, E-commerce management, budgets control with excellent proficiency.

[LCY CLOTHING / LCY LONDON](#) | 2016 - 2018

CREATIVE DIRECTOR (non-executive)

LCY Clothing a brand established in 1997, emerged from the grassroots of the fashion industry in Sri Lanka into a global POLO T shirts brand.

- Developed and executed global marketing strategies, including a 3–5-year strategic plan.
- Lead company expansion across UK territory and overall vision and brand positioning to reach other markets UAE, Maldives & Australia.
- Deliverables included a formal business plan and implementation of the strategy.
- Identified and fostered strategic partnerships with influencers in the F&B and lifestyle segments, achieving a 3.5% conversion rate during the first three months.
- Developed training program for B2C sales teams and account managers, securing 12 corporate partnerships; advised on pricing structure and promotions.
- Managed a team of 3 designers and 2 Marketing professionals to design and feed website and social boosting engagement by 20%.



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PLATFORM PROFICIENCIES

SEO

Semrush, Ahrefs, and Link Building

GOOGLE

Ads, Analytics and Tag Manager

CMS

Shopify, Webflow, Wordpress, Magento

EMAIL MARKETING

Hootsuite, Hubspot, Constant Contact, Mailchimp

SOCIAL

Meta Business Suite, Tweetdeck, Planoly, Later, Monday, Instagram, A/B testing

LANGUAGES

ENGLISH

Native – Reading and Writing

SINHALA

Native – Reading and Writing

HINDI

Conversational Understanding

Japanese

Currently Learning

REFERENCES

GINA GIBBSON – AlphaWholesale
Marketing Manager

HUSSAIN JIFFRY – LCY Clothing
Director

YARL MORRIS – AlphaWholesale
CEO & Director

Available on request.

- Implemented weekly pipeline review meetings to identify key opportunities and follow-up strategies.
- E-commerce management, budget control, strict deadlines, with excellent proficiency.

EARLY CAREER

CREATIVE LEAD & BRAND MANAGER

Part time 2019

[ZOOPIR](#), Brand Identity and strategy.

DIGITAL & WEB DESIGNER

2015-2016

BLINK PRODUCTIONS, Design and Social Media management

DIGITAL DESIGNER

2013-2014

TEAM KNOWHOW, Graphic Design, Digital Artwork.

PHOTOGRAPHER & FILM MAKER

2011-2016

[PANDUKA.CO.UK](#), Editorial, Fashion and commercial photography & video.

EDUCATION

2011-2014

UNIVERSITY FOR THE CREATIVE ARTS (UCA)

BA Arts and Media
Media Management
Farnham, UK

2009-2011

BEXHILL COLLEGE

Graphic Design, Fine Art,
Computing,
Photography

CIM - DIPLOMA IN PROFESSIONAL DIGITAL MARKETING (Pending)

Level 6 Diploma in Professional Marketing, pending starts in Sept 22 – Sept 23

LICENSES & CERTIFICATIONS

MICROSOFT ADVERTISING CERTIFIED PROFESSIONAL

MICROSOFT, [Certification Verification Link](#)

DIGITAL MARKETING

HUBSPOT ACADEMY, [Certification Verification Link](#)

SEO

HUBSPOT ACADEMY, [Certification Verification Link](#)

CAMPAIGN MANAGER CERTIFICATION

GOOGLE, [Certification Verification Link](#)

GOOGLE ADS DISPLAY CERTIFICATION

GOOGLE, [Certification Verification Link](#)

THE FUNDAMENTALS OF DIGITAL MARKETING

GOOGLE, [Certification Verification Link](#) - MQZ7JY5RX

MICROSOFT ADVERTISING SHOPPING CERTIFICATION

MICROSOFT, [Certification Verification Link](#)

MICROSOFT ADVERTISING SEARCH CERTIFICATION

HUBSPOT ACADEMY, [Certification Verification Link](#)

MICROSOFT ADVERTISING NATIVE & DISPLAY CERTIFICATION

MICROSOFT, [Certification Verification Link](#)

EXTERNAL LINKS



LINKEDIN

Professional network, [Link](#)



BEHANCE

Design Portfolio, [Link](#)



WEBSITE

Photography Portfolio, [Link](#)



INSTAGRAM

Personal Branding, [Link](#)