



Sanjaya Karunarathna

Retail Sales associate
Business Sales & Brand Executive
Assistant Brand Manager

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Languages

English

About

An experienced retail professional, I've thrived as a Customer Service Team Lead and Assistant Sales Manager. Skilled in managing team productivity, customer interactions, enhancing store performance, and adaptable to varying tasks and schedules. Experienced across diverse retail environments.

BRANDS WORKED WITH

Abans Group Sri Lanka

Heart of England Corporative Pvt Ltd

HUGO BOSS

NDB Bank PLC

Titan

Under Armour/Movado

Experience

● Team Leader/ Customer Service Assistant

Heart of England Corporative Pvt Ltd | Sep 2023 - Now

- Provided Leadership and direction for employees, supervising activities to drive productivity and efficiency.
- Fostered positive employee relationships through communication, training and coaching.
- Planning workloads and delegating tasks.
- Improved store member's rewards registration by 300%.
- Performed customer service functions including interacting with customers and Till works at Retail outlets.
- Ensure stores are fully stocked and priorities the higher selling lines.
- Identified cross and upselling opportunities by using business analytics approaches.
- Liaise with relevant departments to solve queries and problems as they arise.

● Assistant Brand Manager (Marketing, Buying, Merchandising)

Under Armour/Movado | Apr 2020 - Aug 2022

- Launched Under Armour brand in Sri-Lanka.
- Liaised with the global marketing teams to locally adapt and execute global brand strategies.
- Developed offline and online brand strategies and marketing budgets for leading global brands.
- Attended conferences and product selection tradeshow at Hong-Kong, Singapore and China.
- Carried out market researches in order to keep up to date with customer trends and predict future trends.
- Worked with top level management and managers during new project creation/brand launches to prepare budgets, assess project finances and enhance processes.
- Worked with design and VM team regarding new store lay out and Visual merchandising planning.
- Coordinated with cross functional departments and oversees suppliers to move shipments.

● Assistant Brand Manager ((Marketing, Buying, Merchandising)

Abans Group PLC | Apr 2018 - Aug 2022

Hugo Boss, Germany (AG Singapore/Hong-Kong) Abans Group PLC, Colombo, Sri Lanka

- Successfully assisted in the development and launch of Hugo Boss fashion brand in Sri-Lanka and launch 3 new products that increased market share from 11% to 28% in 2 years.
- Planned and executed 50+ seasonal launches, digital marketing campaigns & brand partnerships.
- Increased new customer acquisition rate from 5% to 35% each month.
- Managed OTB plan/ inventory level for assigned brands, which reduced MOS from 28 to 6 months in 2 years.
- Ensured steady stock availability and ensured stock ageing and season sell out KPI of 70% per season.

- Determined the product pricing and GP margin based on Duty paid cost. (Maintained Avg. 52% GP Margin).
- Reduced by 10% product's cost due to managing the shipping plan without any delays and reducing unnecessary visual merchandising cost by negotiating with principles.
- Provided the sales team with product/brand training and updated product info each season.
- Coordinated business expansion activities with Principles and internal teams.
- Collaborated with staff to formulate marketing budgets and improve department revenue.
- Prepared and presented sales and marketing reports/Power point Presentations for weekly and monthly meetings.
- Monthly & Quarterly marketing review - (Spend vs. ROI – ensured promotion KPI's have been communicated and ROI has been met, Reviewing budgets and key partnerships.).

- **Assistant Sales Manager (Marketing, Sales, Business Analysis)**

Abans Group PLC | May 2016 - Mar 2018

- Developed and maintained relationships with key customers, resulting in a 20% increase in revenue of Titan.
- Developed brand awareness campaigns increasing sales by 25% of watches & Eyewear division.
- Collaborated with the sales team to develop new business opportunities resulting in a 15% increase in market share.
- Liaising with Inventory and sales team to compile seasonal orders as per the OTB plan.
- Achieved 100% accuracy in processing orders and maintaining inventory records, reducing errors and improving customer satisfaction ratings.
- Developed and implemented digital marketing campaigns to boost sales through social media, BOT and social influencers.
- Addressing on going customer complaints concerning billing or service rendered and working on complaints of service failures with designated departments.

- **Assistant Sales Manager (Sales & Business Development)**

Abans Group PLC | May 2015 - Apr 2016

LG/ Godrej (AG India) Abans Group PLC, Colombo, Sri Lanka

- Established strong client relationships through effective communication, follow-up, and personalized service, leading to 30% increase in customer retention.
- Created sales strategies to identify 100+ new key clients/dealers island wide & Overseas.
- Oversaw the administration of CRM systems and ensuring the sales team accurately records customer interactions and sales.
- Managed customer complaints and resolving issues to maintain high levels of customer satisfaction and loyalty.
- Preparing sales reports and analyzing data to identify trends, forecast sales, and assess the effectiveness of sales tactics.
- Participated in recruitment, selection, and onboarding of new sales team members.

- **Management Trainee (Sales & Marketing coordinator)**

Abans Group PLC | May 2014 - Apr 2015

- **Business Development Associate**

NDB Bank PLC | Oct 2012 - May 2014

Education & Training

2023 - 2024

- **Ulster University United Kingdom**

International Business with Data Analytics,

2020 - 2022 ● **University of Sri Jayewardenepura**
Master of Business Administration, Business Administration

2011 - 2017 ● **Institute of Management Accountants Sri-Lanka**
ACMA (CMA): Management Accounting,

2009 - 2014 ● **University of Kelaniya**
Bachelor of Business management, Marketing Management