

Supun Dissanayake

Project Coordinator



✉ supun.uae@gmail.com

📍 Dubai, UAE

☎ +971545493032

🌐 supun.net/

🌐 [linkedin.com/in/sdissanayake/](https://www.linkedin.com/in/sdissanayake/)

Managed 5-member cross-functional teams (Product Design, Development, Digital Marketing) over past two years and coordinated with hundreds of external stakeholders and a few business partners towards multiple successful releases of a service marketplace mobile application.

WORK EXPERIENCE

Digital Project Coordinator

10/2020 - 08/2022

Perks (Private) Limited

- Worked closely with more than 150 external stakeholders (B2B) to gather requirements and enhanced product features which helped in increasing the number of merchant signups by 60%.
- Organized/scheduled daily meetings to ensure that the internal teams aligned to project goals while identifying potential risks/issues and taken actions in advance to avoid.
- Created timelines, project management calendar to fulfill each goal and objectives.
- Controlled budgets, monitored project progress, created weekly project status reports for Senior PMs and external stakeholders.
- Kept track of project related paper-works, costs of 10+ projects and executed other PM related administrative tasks.
- Assist Digital Marketing team to craft content and digital strategies, it increased customer engagement on social media channels.

IT Project Coordinator

08/2019 - 09/2020

MillenniumIT ESP

- Coordinated and collaborated with 3 internal teams and 15 external stakeholders to establish CRM goals, and requirements.
- Analyzed requirement specifications, diagrams, and flowcharts for developers and assist with resource scheduling, that team members have the resources they need to complete their tasks.
- Performed design upgrades of CRM (Oracle CX Cloud), it led to increase customer experience by 32% within 6 months.
- Carried out troubleshoots of business applications, including Oracle application servers and databases.
- Implemented best practices for scalability, supportability, ease of maintenance, and system performance.
- Deployed email campaigns internally, to keep the employees up-to-date with company's news using Oracle Eloqua Marketing Automation tool.
- Actively involved in organizing internal events, company's PR campaigns as well as Toastmaster Club activities to improve public speaking skills.

Marketing Coordinator

04/2018 – 07/2019

Antyra Solutions

- Managed 3 digital accounts in the Hospitality sector, a Finance company in Sri Lanka, and collaborated with internal and external teams to optimize content strategies in order to keep the audience engaged with social channels.
- Reduced bounce rate by 10%, after implementing UX best practices on customer websites and improving internal links.
- Researched on consumer trends and increased monthly sales by 8%.
- Designed and distributed customer surveys on a monthly basis that resulted in 16% of increase in customer satisfaction.
- Monitored Google Ads, Analytics, Search Console, Tag Manager and Google Data Studio to measure ad campaigns and SEO performances to prepare weekly reports.
- Launched a new link building campaign to acquire high-quality backlinks and featured on more than 20 websites, blogs which are owned by highly influential content creators.

EDUCATION

CIM, UK Level 07 | Postgraduate Diploma in Professional Marketing

07/2022 – Present

Cambridge College of Business and Management

BSc (Hons) Business Information Systems

08/2016 – 08/2020

University of Westminster, UK

CERTIFIACATES

The Fundamentals of Digital Marketing

08/2018 – Present

Google Ads Search Certification

Google Digital Academy (Skillshop)

Google Ads Display Certification

Google Digital Academy (Skillshop)

Inbound Marketing Certification

HubSpot

PROFESSIONAL & TECHNICAL SKILLS

Project Management Agile/Scrum Jira WordPress HTML5 CSS3 Bootstrap SEO
SEMRush MS Office MOZ Google Ads Google Analytics Google Search Console
Email Marketing MailChimp Groovy Oracle CX Cloud Oracle Eloqua SQL CPanel
eCommerce Shopify Adobe XD Figma Adobe Photoshop Adobe Illustrator

VOLUNTEER

AIIESEC Exchange Participant – UKM, Malaysia

07/2017 – 10/2017

- Conducted lessons for over 50 children to help them learn basic computer skills, main software programs, and how to use the Internet.
- Hosted educational workshops with the support of other exchange participants about usage of technology for their future professional lives.