



JAYANTHA PAKIYANATHAN

SALES AND MARKETING EXECUTIVE - MODERN TRADE / GENERAL
TRADE / MERCHANDISING



No. 29, Usama Bin Munqith, St 772,
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jayantha.pakiyanathan@gmail.com

SKILLS

CUSTOMER RELATIONSHIP
MANAGEMENT

COMPUTER SKILLS

SOCIAL MEDIA

COMMUNICATION

TEAM WORK

LANGUAGES

ENGLISH

SINHALA

TAMIL

ARABIC

MALAYALAM

PERSONAL DETAILS

Date of birth
12 Aug 1988

Nationality
Srilankan

Visa status
QID 28814415157

Marital status
Married

DRIVING LICENSE

Driving license category
Qatar Driving License Holder Light
Vehicle

EDUCATION

ABOUT ME

Thank you for considering my application for this position. I am a highly motivated, positive, confident and commercially driven sales person who has a track record of success in previous position. In addition to having a good understanding of the sales process, I am able to build long term relationship with to help increase sales and recurring revenue for my employer. My strengths include my ability to communicate well with customers and use active listening skills to meet their needs. My hunger for knowledge that is relevant to the products and services i am selling means i am capable of consistently meeting difficult sales targets. My energetic nature and passion for continuous improvement makes me a strong candidate for this position. Further details relating to my suitability, including academic qualifications, work history and experience are provided within this resume for your consideration.

WORK EXPERIENCE

ECOSSENTIAL ECOFRIENDLY PRODUCTS TRADING

Doha
2024 - Present

SALES CONSULTANT

- Conduct presentations to demonstrate to potential clients the benefits of our products.
- Research sales statistics and establish sales potential with new businesses in our target area.
- Use promotional methods such as phone calls, emails and social media to reach potential clients and build a long lasting business relationship with them.
- Maintain a working knowledge of the company's various products and services.

MALAK AL DOHA TRADING AND SERVICES

Doha
Jan 2023 - Jan 2024

DELIVERY SUPERVISOR

- Partner with other supervisors, Client Managers, and Implementation to coordinate solutions for client issues and questions.
- Manage Shipping Orders and Invoices.
- Inspect Loading Operations.
- Supervises drivers with leadership and communication and develops teamwork among the Operations Team.

INTERNATIONAL DISTILLERS LIMITED

Srilanka
Jan 2020 - Jan 2022

SALES PROMOTION OFFICER

- Promote the services and products of the organization through in-person meetings, by phone, and through the Internet.
- Develop and implement strategies to build and maintain relationships with existing customers.
- Work with the sales department to identify possible clients.
- Develop customized customer sales programs.

PRELIMINARY CERTIFICATE IN MARKETING

SRI LANKA INSTITUTE OF
MARKETING /
2013

GRAPHIC DESIGN AND MULTIMEDIA

AQUINAS COLLEGE /
2011

ADVANCED DIPLOMA IN BUSINESS MANAGEMENT

SIEG COLLEGE /
2009

DIPLOMA IN BUSINESS MANAGEMENT

SIEG INSTITUTE OF
MANAGEMENT /
2007

DIPLOMA IN ENGLISH

SIEG COLLEGE /
2007

SUCCESSFULLY PASSED GENERAL CERTIFICATE OF EDUCATION (ADVANCE LEVEL) EXAMINATION

HAMEED AL HUSSEINIE
COLLEGE /
2007

SUCCESSFULLY PASSED GENERAL CERTIFICATE OF EDUCATION (ORDINARYE LEVEL) EXAMINATION

VIVEKANANDA COLLEGE /
2005

SOLID STEELS (PVT) LTD

Srilanka
Jan 2016 - Jan 2020

SUNSHINE HOLDINGS PLC

Srilanka
Jan 2014 - Jan 2016

UNILEVER

Srilanka
Jan 2012 - Jan 2014

- Research, analyze, and evaluate customer demographics, and use this information to develop marketing programs.

SALES EXECUTIVE

- Handling customer questions, inquiries, and complaints.
- Managing the sales process through specific software programs.
- Prepares reports by collecting, analyzing, and summarizing information.
- Ensure the availability of stock for sales and demonstrations.
- Preparing and sending quotes and proposals.

SENIOR EXECUTIVE - MERCHANDISING (FMCG Sector)

- Overlook on trade marketing and merchandising, Follow up on orders (JBPS, exclusive campaigns etc.) Expand SKU availability in GT Increase the shelf share.
- Merchandiser Handling and Tracking.
- Planning and implement the Outlet Branding.
- Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales.
- Maximize customer interest and sales levels by displaying products appropriately.
- POSM Allocation.

MERCHANDISING EXECUTIVE (FMCG Sector)

- Involved in the strategic plan-o-gram for the unilever Srilanka by JBP as wel, Organized motivated program for new merchandisers as a leader.
- Deliver and maintain 95% compliance in all responsible outlets in every month.
- Monitor product performance and report on sales trends.
- Ensure products are displayed attractively and according to company guidelines.
- Collaborate with sales teams to maximize product visibility and sales.