

HIRUNI WICKRAMASINGHE

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PROFESSIONAL SUMMARY

Strategic marketing professional with 4+ years of experience across technology, hospitality, and e-commerce, with additional early-career exposure to financial services. Experienced in marketing strategy, digital and performance marketing, brand management, product marketing, go-to-market campaigns, market and competitor analysis, and budget management. Skilled in coordinating integrated campaigns, cross-functional projects, external partners, and performance reporting to support brand growth and business objectives.

CORE SKILLS

- Strategic Marketing & Planning
- Product Marketing & Go-to-Market
- Campaign Analytics & KPI Reporting
- Stakeholder & Vendor Management
- Digital & Performance Marketing
- SEO/SEM & E-commerce
- Marketing Budget Management
- Events & Brand Activations
- Brand Management & Positioning
- Market & Competitor Analysis
- CRM, Loyalty & Marketing Automation
- Cross-functional Project Coordination

PROFESSIONAL EXPERIENCE

Hikvision Technology PTE | *Colombo, Sri Lanka*
Assistant Marketing Manager – Hikvision Country Office Sri Lanka | *March 2026 – September 2026*

• Managed country-level marketing planning and execution for Sri Lanka, aligning annual and quarterly activities with business priorities and headquarters requirements.
• Coordinated integrated campaigns, product launches, digital content, exhibitions, sponsorships, partner events, retail/showroom branding, and marketing collateral.
• Supported go-to-market initiatives across video security, networking, access control, solar-powered cameras, and interactive flat panel displays, translating product features into audience-focused communications.
• Managed marketing budget planning and tracking, agency and vendor coordination, materials, and collaboration with sales, channel, technical, and other stakeholders.
• Monitored competitor activity and market trends, tracked campaign KPIs, and prepared marketing performance reports and management updates.
• Supported channel and installer engagement initiatives, loyalty programmes, product education, and partner-facing marketing activities.

Aitken Spence Hotel Management International (Pvt) Ltd | *Colombo, Sri Lanka*
Senior Executive – E-Business Development & Digital Marketing | *July 2025 – October 2025*

• Coordinated group-level digital marketing and e-business initiatives across 15 properties in Sri Lanka, the Maldives, India, and Oman.
• Planned and executed B2B and B2C campaigns across email, CRM, SMS, branding, and digital channels, alongside website redesign and online voucher initiatives.
• Implemented SEO, SEM, benchmarking, and performance marketing activities; reported improvements of 35% in search visibility, 25% in website traffic, 20% in bookings, and 14% in click-through rate (CTR).
• Collaborated with cross-functional teams and external agencies on creative content, seasonal promotions, performance analysis, and management reporting; supported junior colleagues.

Aitken Spence Hotel Management International (Pvt) Ltd | *Colombo, Sri Lanka*
Executive – E-Business Development & Digital Marketing | *January 2023 – June 2025*

• Managed digital marketing initiatives across Sri Lanka, the Maldives, India, and Oman, supporting B2B and B2C campaigns, trade activations, and performance marketing.
• Coordinated campaign analytics, digital tracking, content strategy, and agency partnerships to support direct bookings, brand growth, and guest engagement.
• Contributed to brand repositioning, market expansion, e-commerce initiatives, and guest engagement innovations.
• Prepared performance insights and worked with cross-functional teams and junior colleagues to support campaign execution and business objectives.

Daraz (Pvt) Ltd | *Colombo, Sri Lanka*
Search Operations Associate | *June 2021 – January 2023*

• Supported category-level SEO and on-site discoverability for major e-commerce campaigns, including 11.11 and Black Friday, contributing to campaign visibility and GMV performance.
• Collaborated with Alibaba's South Asia team on catalogue improvements, merchant branding, and user-experience feature testing.
• Contributed to a tagging framework redesign across clusters to improve content discoverability, click-through rate, and conversion performance.
• Monitored customer-behaviour and campaign data, coordinated campaign readiness, and shared performance insights with regional leadership
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HSBC HDPL | *Rajagiriya, Sri Lanka*
Executive – Data Processing | *January 2019 – June 2019*

• Processed confidential client data in line with FATCA/CRS compliance procedures and documentation standards.
• Reviewed high-risk profiles, maintained 100% data accuracy as recorded in the original CV, and supported audit readiness through careful data handling and cross-team coordination.

EDUCATION

Master of Business Administration (MBA) | Postgraduate Institute of Management, University of Sri Jayewardenepura | Completed 2026
B.Sc. (Hons) in Business Management | Canterbury Christ Church University | 2020
Higher National Diploma in Business | Scottish Qualifications Authority | 2018
Certificate of Digital Marketing | Asia Pasific Institute of Digital Marketing | 2024
Advance Level Examination | Commerce - Yasodara Vidyalaya - Colombo | 2016
Ordinary Level Examination | Yasodara Vidyalaya - Colombo | 2013

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

CIM – POSTGRADUATE DIPLOMA IN MARKETING (IN PROGRESS); GOOGLE DIGITAL MARKETING CERTIFICATE (COMPLETED); GOOGLE SKILLSHOP – GOOGLE ADS SEARCH, DISPLAY AND MEASUREMENT (COMPLETED); HUBSPOT ACADEMY – INBOUND MARKETING (COMPLETED).

DIGITAL TOOLS

GOOGLE ADS | GOOGLE ANALYTICS | HUBSPOT | HOOTSUITE | SEMRUSH | MAILCHIMP | WORDPRESS | META PLATFORMS

LANGUAGES

SINHALA | ENGLISH | TAMIL