

AWANTHI JAYASUNDARA

awanthikawindya@gmail.com | 074-3354820 | Biyagama, Western Province

<https://www.linkedin.com/in/awanthijayasundara-134112350>

PROFESSIONAL SUMMARY

Motivated and results-driven Management & Technical Sciences undergraduate with proven experience in international marketing, Business Development Lifecycle Management, and B2B client relationship management (CRM). Adept at managing fast-moving consumer market requirements, converting incoming inquiries into high-volume orders, and accelerating product delivery timelines. Skilled in leveraging data-driven market insights and digital design tools to support cross-functional brand activations and drive customer satisfaction.

WORK EXPERIENCE

Trainee - International Marketing (Merchandising)

Lalan Rubbers (PVT) Ltd

FEB 2026 – Present

- Expanded corporate brand footprint across competitive US & European consumer markets through strategic CRM tracking and proactive sales support.
- Maximized pipeline revenue by accurately identifying client product requirements and converting high-volume inquiries into confirmed accounts.
- Streamlined end-to-end order processing workflows, directly reducing lead times and ensuring seamless cross-border supply chain operations.
- Elevated customer satisfaction scores by delivering responsive, 24/7 account management to global distributors and retail partners.
- Supported the achievement of monthly and annual commercial KPIs through disciplined client follow-ups and active pipeline management.
- Collaborated cross-functionally with manufacturing and shipping departments to optimize inventory levels and eliminate distribution bottlenecks.

Internship

Avery Dennison Lanka (PVT) Ltd

JUN 2025 - FEB 2026

- Managed core B2B customer coordination by monitoring shared business inboxes, ensuring timely responses, and resolving service bottlenecks.
- Utilized Oracle ERP systems for inventory verification, data entry, order tracking, and operational reporting to ensure high delivery precision.
- Collaborated with cross-functional logistics and production teams to resolve product issues using 5 Why root cause analysis, driving continuous process improvement.
- Maintained accurate daily database entries and organized critical documentation to support internal quality processes and compliance standards.
- Conducted structural compliance audits across multiple product lines (Offset, PFL, RFID, Thermal) to verify that outgoing shipments met rigorous commercial quality criteria.

EDUCATION

General Sir John Kotelawala Defence University

2023 - 2025

- BSc in Management and Technical Science

Anuradhapura Central College

2017 - 2019

- GCE.Advanced Level Examination (Science Stream)

CORE SKILLS

- **Productivity Tools:** MS Office, Google Workspace, Outlook
- **Operations & Analytics:** Operational Excellence, Inventory Verification & Reporting, Data Analysis & Reporting
- **Marketing & Brand Management:** B2B & B2C Client Relations, CRM Tracking, Merchandising, Cross-Border Supply Chain Operations, Consumer Trend Analysis.
- **Design & Creative Tools:** Canva

RESEARCH PROJECT

The Impact of Limited Mobility in Traditional ERP Systems on the Adoption of Cloud-Based ERP Solutions.

Authored a case study on DIMO Lanka analyzing traditional vs. cloud-based ERP systems. Acquired specialized expertise in Logistics IT, Cloud ERP Migration, System Integration, and Change Management, identifying how to overcome mobility limitations to drive real-time operational decision-making

CERTIFICATIONS & TRAININGS

- Trainings on Corrective Actions and Follow-up Actions for Closing Non-Conformities | Standard Institution, Sri Lanka | 2025
- Awareness Training Course on Quality Management Systems (Based on ISO 9001:2015 Standards) | Avery Dennison Lanka (PVT) Ltd | 2025
- Youth Leadership for Green and Inclusive Businesses Program | British Council | 2025
- Airline Services as a part of the Academia-Industrial Interface Workshop Series | Industrial Interface Workshop Series | 2025
- Pitching Research Competition | Faculty of Management KDU | 2024
- Training for Leadership Skills Development | KDU | 2023