

KAVISHA GONADUWA

PROJECTS SPECIALIST- CAMPAIGNS & CHANNELS

A results-driven professional with expertise in leadership, branding, marketing, and project execution. Possesses a strong creative sense and attention to detail, and works to develop impactful marketing campaigns. Committed to completing projects on schedule while building cooperative partnerships with cross-functional teams to maximize success.



EXPERIENCE

2024 AUG - PRESENT: DARAZ - PROJECTS SPECIALIST

- Leading a team of four category merchandisers by delegating tasks effectively, ensuring timely execution, and maintaining strong category visibility across the platform.
- Plan, organize, create, and oversee end-to-end campaign execution –from inception to performance analysis.
- Manage the local SOP while collaborating closely with regional leadership teams, regularly reporting on campaign performance and PMO updates.
- Design campaign page formats and work closely with graphic designers to develop engaging campaign pages.
- Monitor campaign performance and implement necessary action points for optimization.
- Ensure overall campaign supply building meets expectations by working closely with key account managers to resolve supply issues.
- Work closely with supporting departments to ensure campaign visibility across the homepage, social media, and CRM.

2023 AUG - 2024 JULY : DARAZ - GROWTH EXECUTIVE

- Worked closely with senior management, taking ownership of multiple strategic projects to drive business growth and ensure long-term sustainability.
- Worked closely with growing suppliers to achieve their sales targets, increase visibility, and ensure their overall growth.
- Collaborated closely with content, operations, and customer service teams to enhance the supplier experience, resolve issues, and ensure smooth and efficient operations.

2023 FEB - 2023 JUL : DARAZ - JUNIOR KEY ACCOUNT MANAGER

- Communicated with suppliers on a daily basis, ensuring campaign participation and managing brand and seller visibility on the platform.
- Drove comprehensive assortment expansion, strengthened seller relationships, optimized stock levels, and ensured competitive pricing.
- Worked closely with sellers on price competitiveness in order to drive sales and increase visibility.

2022 APR - 2023 JAN : DARAZ - PRICING INTERN

- Scanned online and offline market prices to ensure price competitiveness on the platform.
- Assisted with campaign-related tasks while collaborating with other supporting departments.



CONTACT ME



Address

No. 711/20 A Jaya
Mawatha Gonawala
Kelaniya



Phone

+94 76-6465466



E-mail

kavishagonaduwa@gmail.com



[LinkedIn Profile](#)

SKILLS

Professional Skills

Project Management
Campaign Execution
Leadership
Problem Solving

Technical

Computer literacy
Microsoft Office Suite
Marketing Analytics

Languages

English
Sinhala



EDUCATION

2023 - PRESENT



CIPM (Chartered Institute of Personnel Management Sri Lanka)

- Diploma in professional HRM - Completed
- Chartered Intermediate in HRM - Following

School

2008 - 2021



Bishop's College

Bishops College

Schooled at Bishops College from Grade 1 till Advanced level

ADVANCED LEVEL RESULTS

- | | |
|--------------------|---|
| • Business Studies | B |
| • Accounting | C |
| • Economics | C |

+ EXTRACURRICULAR ACTIVITIES

- Vice President, Eastern Society
- Member of the Hewisi Band
- Treasurer - Commerce society
- Orgaizing Commitee - Dwani Concert



PROJECTS AND AWARDS

- **Diva Daathata Diriyak Women Empowerment Project - 2025**

Partnered with Hemas to empower women entrepreneurs by guiding them through the process of establishing an online presence on Daraz. Designed and developed the initiative's custom landing page, which I presented during a high-level panel discussion and press release with the board of directors, highlighting its role in expanding digital market access.

- **Commercial Superstar Award - 2024 (Daraz)**

Pioneered new Lazada technologies and mastered emerging platform features, inspiring regional adoption across Pakistan, Nepal, and Bangladesh. Led the development of solutions to key system challenges, setting a benchmark for best practices across markets.

- **Certificate for the achievement of highest product submissions with low bad prices - 2023 (Daraz)**

► REFEREES

Shakir Ramzan
Manager - Marketing Solutions
(Daraz)
077 888 4283

Dhanushka Chathuranga
Head of Marketplace
(Daraz)
072 018 1855