



MALINDA SENANAYAKE

HEAD OF GROWTH

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I'm Malinda, a versatile growth marketer with strong skills in Account Management and Digital Marketing. Experienced in Paid Advertising, Content Marketing, Business Strategy and uncovering Insights using Data. Keen on Startups, Growth and Retention.

PROFESSIONAL SKILL

- Key Account Management
- Customer Acquisition & Expansion
- Marketing Science & Analytics
- Business Strategy & Growth
- Research & Insights
- Customer Enablement Training
- Sales & Negotiation
- Content Marketing
- Product Marketing

WORK EXPERIENCE

15/04/2021 – CURRENT – Colombo, Sri Lanka

HEAD OF GROWTH – ROAR GLOBAL, META AUTHORIZED SALES PARTNER

- Manage and expand a book of business that includes both large and SME clients across multiple verticals—achieved over 60% QOQ growth in real estate, QSR, telco, and e-commerce.
- Build and grow foundational systems, processes, and playbooks to help customers achieve their business goals.
- Be responsible for **cross-border revenue growth** through new customer acquisitions and partnerships.
- Be responsible for establishing thought leadership through workshops, training programs, webinars, partnerships, and collaborations.

15/03/2020 – 15/04/2021 – Colombo, Sri Lanka

CLIENT SUCCESS MANAGER – ROAR GLOBAL, META AUTHORIZED SALES PARTNER

- Helped the Key Accounts **grow revenue and profitability** by providing recommendations for paid advertising optimization and digital growth based on marketing data, regional insights, qualitative user information, and domain knowledge.
- Created and curated resources to educate clients on digital growth, platform capabilities, advertising policies, and troubleshooting through webinars, articles, walkthroughs, meetups, and interviews.
- Helped clients validate insights and outcomes through experiments such as brand lifts, conversion lifts, and A/B testing.

15/02/2019 – 15/03/2022 – Colombo, Sri Lanka

CO FOUNDER – LUNAR SLEEP – ONLINE SLEEP STORE

- Founded the first sleep store (mattresses, pillows, protectors) in Sri Lanka and developed the business from ground zero to a business generating **15000 USD AMR in six months**, leading the business to become the fastest-growing online sleep store in Sri Lanka in 2019.
- Oversaw the company operations and managed a headcount of three employees.
- Consecutively achieved sales targets until the business **downsized** during the COVID-19 pandemic.

15/01/2017 – 15/01/2018 – Colombo, Sri Lanka

SENIOR ASSOCIATE – REAPDIGITAL

- Derived actionable insights to understand user needs, habits, and perceptions through targeted interviews, usability studies, customer feedback, and data analysis.
- Proposed and set up experiments to validate insights that can bring incremental growth to KPIs.
- Key Account Management

15/05/2016 – 15/01/2017 – Colombo, Sri Lanka

SENIOR EXECUTIVE – MARKETING – FORTUDE.CO Formerly BrandixI3

- Managed all digital media planning and execution to build the brand presence and accelerate lead generation.

15/08/2015 – 31/12/2015 – Colombo, Sri Lanka

SENIOR EXECUTIVE – ANTYRA SOLUTIONS

- Managed a portfolio of 10 clients spread across FMCG, telco, and banking domains.
- Managed all analytics-related services, including implementing, reporting, and deriving actionable insights to improve each stage of the funnel for all clients.

01/02/2015 – 31/08/2015 – Colombo, Sri Lanka

TRAINEE MARKETING OFFICER – WSO2

- Combined and analyzed data from Google Analytics, Hotjar, Crazy Egg, Salesforce CRM, and RightWave to gain actionable insights about the overall funnel (AARRR).
- Built content strategies for products and created all types of content (case studies, blog posts, whitepapers, infographics, and advertising copy) to influence each step of the funnel.

15/08/2013 – 31/08/2014 – Colombo, Sri Lanka

MATHEMATICS TEACHER SECONDARY SCHOOL – LYCEUM INTERNATIONAL SCHOOL

- Taught Cambridge mathematics to over 150+ Students. Achieved a class average above 50%.
- Volunteered at the school's Education Support Unit as a mathematics teacher to differently-abled students.

CERTIFICATIONS & EDUCATION

May 21, 2022 Expires on May 21, 2023

Meta Certified Marketing Science Professional – Issued by Meta

May 12, 2022 Expires on May 12, 2023

Meta Certified Media Buying Professional- Issued by Meta

May 11, 2022 Expires on May 11, 2023

Meta Certified Creative Strategy Professional- Issued by Meta

May 18, 2022 Expires on May 18, 2023

Google Analytics Individual Qualification- Issued by Google SkillShop

March 18, 2022

Postgraduate Diploma in Professional Marketing- Issued By CIM UK

October 20, 2017

Diploma in Professional Marketing (Digital Strategy) – Issued by CIM UK

November 20, 2015

Certificate in Professional Marketing(Digital Marketing)- Issued by CIM UK