

# Ayesh Rajapaksha

**Brand & Marketing Manager | Digital Strategy | Marketing project management**

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## SUMMARY

A brand and marketing professional who has had 5+ years experience in leadership roles, involving work within a global network of over 100 markets. This experience has included areas such as brand strategy, positioning and governance, as well as both B2C & B2B marketing, in digital channels and through public relations. Led multidisciplinary teams, handled budgets, and collaborated with national teams in order to ensure that brand directions were consistently put into practice across the various markets.

## PROFESSIONAL EXPERIENCE

### Global Brand & Marketing Manager

**Nov 2024 - Present**

AIESEC International

Montreal, QC

- Lead brand, marketing & public relations across more than 100+ countries & territories; managed Creative teams of 20+ people.
- Oversaw a CAD 1.8M operating budget, & managed 100K+ marketing budget ensuring efficient execution, reporting, & stakeholder alignment
- Direct social media management & strategy (IG :132K, LinkedIn : 510K+, Facebook : 1.2M, Tiktok : 5K+, X: 67K followers)
- Decade of impact for SDGs global report along with global organizations such as UN, Project Everyone, JCI.
- Project management and launching a central platform for customer impact stories ; Future proofing customer success & testimonials.
- Developed product marketing & customer experience strategy across four regional markets; global campaigns generated 280K+ leads, a 14% Y2Y growth in 2025.
- Led global created B2B & B2C campaigns, coordinating a cross-functional team of 4 to ensure timely execution and quality delivery
- Revamped and worked on building a new customer journey for the landing page of the organization (moving from nodeJS to webflow)

### Customer Experience & Operations Manager

**Jul 2023 - Jun 2024**

AIESEC in India

Mumbai, India

- Managed overall operations, customer experience and digital platforms across 32 branches in 25 cities; led a team of four specialists.
- Grew product operations by 54%; coached 150+ local leaders and used performance data to identify growth opportunities.
- 3 operational & customer experience enhancement visits during the tenure ; Egypt, Romania, Turkey resulting 100%, 60%, 300% growth in those markets
- Overlooked the overall social media management & customer experience support management.

### Digital Experience Manager

**Jul 2022 - Jun 2023**

AIESEC in Sri Lanka

Colombo, Sri Lanka

- Led digital campaigns & a 14-person creative team, generating 4,000+ leads & contributing to 210% growth in outgoing operations.
- Created the Sincerely Sri Lankan brand, overall campaign & managed social media, digital presence and media engagement.

### B2B Digital marketing specialist (Part Time)

**Dec 2022 - Aug 2023**

AIESEC in International

Remote

- Executed B2B digital campaigns along with global corporate partnerships, including TCS, Henkel, EY, Schneider Electric, DHL & Alibaba.

### Electrical Engineering Intern

**May 2022 - July 2022**

Unilever

Colombo, Sri Lanka

- Handled a project to install safety doors & cutouts, a gas monitoring system for unilever factory facility in Sri Lanka

## EDUCATION

### BSc Engineering (Hons) - Electrical Engineering

**2019 - 2024**

University of Moratuwa, Sri Lanka

## COMPETENCIES

**Skills :** Brand strategy, B2B and B2C campaigns, Digital marketing, Content and social media, Public relations, Customer experience, Lead generation, Data analysis and reporting, Stakeholder management, Team and budget management, Project management

**Software & Tools:** Asana, Clickup, Podio, Google Analytics 4, Looker-Studio, Google Workspace, Microsoft Office, Adobe Creative Cloud(mainly photoshop, illustrator, premier pro), Canva, Figma, Mailchimp, Webflow, Davinci Resolve, Superset, Meta Ads (paid media)

**Languages:** English -Full Professional Proficiency