

CHAMILA DARSHANA DISSANAYAKE (MBA)

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Personal Statement

From the outset of academic and career life, I have always found myself been drawn towards creative pursuits where I am able to harness my creative and artistic skills. At the same time, I consider myself a very resourceful and pragmatic person. Being employed as a Multimedia specialist in one of Sri Lanka's leading software companies for over a decade I was able to further hone these skills by working on numerous local and international projects involving some of the leading telecommunication organizations such as Dialog, Mobitel, Vodafone, Airtel and Telstra.

My creative motivations made me take a career change in 2014, when I felt that I wanted to seek greater challenges and expand my horizons further. I had been interested in the textile trade for a long time prior, and I was keen on exploring career options in this field. In 2015, I joined JK Garments where I was able to garner a good foundation of skills and knowledge in this field. In early 2016 I have managed to take my first step in merchandising career with Hirdaramani. I am now ready to take the next step in my journey and further delve into the world of merchandising where I would be able to lend my skills and experience.

Work experience

HIRDARAMANI Industries (Pvt) Ltd, Kahathuduwa

Development Merchandiser (2016 - To Date)

A pioneer in the garments industry – fit, style, process and quality are part of the Hirdaramani DNA. Through continuous product innovation and maintenance of the stringent quality standards that the company is renowned for. Today the Hirdaramani Group boasts 38 production facilities across Sri Lanka, Vietnam, Bangladesh and Ethiopia and a capacity of approximately 15 million pieces per month.

My story begins with Hirdaramani, when I joined the company as a Trainee Merchandiser in year 2016. Later that year I was, promoted as a Merchandiser for ability and commitment I have shown towards senior management in completing my day-to-day work. My time at Hirdaramani I have worked with LEVIS, Denizen, JCrew, Madewell and Quetico buyers.

Responsibilities, Duties

- Preparation of Garment costing sheets.
- To negotiate RM prices with suppliers to get the best prices available.
- To meet over 95% on time delivery for paid sample programs (SMS samples and AD samples).
- Plan and follow sample development critical paths to make sure samples get dispatch on time (FDU samples, Proto samples, FLA samples, Etc).
- Follow up on sample approvals and comments.
- Ensure to call risk analysis meetings and closures obtained before hand over to bulk.

- Ensure to handover development orders to bulk team on time to proceed with bulk placements.
- Make sure to do Capacity reservations with Factory, Sample room, washing plants and print plants on time
- In house all raw materials on time to make sure sample PCD's are achieve within given timelines

JK Garments (Pvt) Ltd, Ibbagamuwa

Management Trainee (2015 July – 2016 Feb)

JK Garments - Sri Lanka, is a WRAP (Platinum Grade) approved manufacturer of outerwear and performance-wear garments (both woven and knit) of premium quality, catering for many leading buyers in the global market. During my stay at JK, I got the opportunity to work in the capacity of a Merchandiser (Management trainee Category) and had the luxury of working with Columbia, Mountain Hardwear and Solid & Stripes buyers

Responsibilities, Duties and things that I learned

- Preparation of Garment costing sheets for stock-lots buyers (local).
- Gather required fabric materials and trims form warehouse to prepare Trimcards according to garment specs.
- Preparation of bulk Trimcards for garments.
- Send off prepared Trimcards for approval from the relevant buying office.
- Gather required documents and information to prepare Buy Summaries.
- Preparation and maintaining of SS and Bulk Buy files.
- Preparation of fabric up-charge sheets.
- Preparation of Bill of Materials (BOM) sheets for garment styles in Gapro ERP system.
- Creating purchase orders for fabric and trims using the Gapro ERP system.
- Gather and Refer VAS information documents to order special VAS items depending on the brand name or styles.
- Crosscheck purchase orders (PO's) against supplier Performer Invoices (PI's) and inform senior Merchandiser if there is any miss match in prices, quantities, delivery dates and other important information.

WaveNET International (Pvt) Ltd, Colombo 2, Sri Lanka

Wavenet is a leading provider of innovative software platforms and solutions to both wireless and wired service carriers serving millions of subscribers from Oceania to Africa. During my stay at WaveNET, I have performed under designations mention below.

- Trainee Graphic Designer (Oct 2003 - Dec 2004).
- Graphic Designer (2005 - Jan 2006)
- Senior Graphic Designer (Jan 2006 - Jan 2008)
- Multimedia Specialist (Jan 2008 - March 2014)

Responsibilities and Duties that I carried out

- Design all graphic related art works for the company corporate portfolio

- UI designing for products
- Managing, updating and maintaining the Company web site
- Complete responsibility of Graphics team (Leading and to guiding graphics team to complete projects successfully)
- Company event management (internal and external)

Professional and Academic Background

2018/2019 Successfully completed the “**Master of Business Administration (MBA)**” at University of Wales Trinity Saint David with 180 credits.

Covered topics during the course: -

- Marketing Management (MM)
- Financial Analysis and Management (FAM)
- Managing Human Capital and Entrepreneurship (MHCE)
- Strategic Management (SM)
- International Business (IB)
- International Marketing (IMM)
- Research Methodology (RM)
- Dissertation

2015 /2016 Successfully completed the “**Certificate in Merchandising Management**” at Sri Lanka Institute of Textile and Apparel SLITA.

Covered topics during the course: -

- Fibres and fibre classification
- Woven and Knit technologies and structures
- Merchandising management and responsibilities
- Communication techniques and Business English
- Trading and Incoterms
- Lean manufacturing
- Garment testing
- Garment Costing
- Sewing Process charts and Line balancing
- WorkStudy and MethodStudy
- Basic Pattern making techniques
- Markers and Cut order Sheets

2002/2003 **Diploma in Multimedia (DIM) at Arena Multimedia**

2001/2002 **Certificate in Multimedia (CIM) at Arena Multimedia**

2000/2001	GCE A/L			
	Pure Maths	F	Physics	S
	Applied Maths	F	Chemistry	S
1996	GCE O/L			
	Sinhala	C	Social Studies	C
	Maths	C	Buddhism	D
	Science	D	Commerce	C
	English	D	Art	S

Special skills and competences

- Ability to liaise with all levels of staff, as an energetic teamplayer.
- Have been exposed to working in highly pressurized environments.
- Ability to adapt to changing situations and a fast learner.
- Good communication skills & problem-solving nature.
- Fluent usage of English & Sinhalese.
- Eager to learn new techniques for better prospects.

Personal details

Name in full	-	Chamila Darshana Dissanayake
Date of Birth	-	23-01-1981
Nationality	-	Sri Lankan
Sex	-	Male
Marital Status	-	Married
NIC	-	810231696V
School attended	-	Nalanda College, Colombo 10

I do hereby declare above by me are, true and accurate to the best of my knowledge.

Chamila Darshana Dissanayake
20-07-2022