

PIYUMI PRAMODYA

ACCOUNT MANAGEMENT | SALES | DIGITAL MARKETING

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PROFESSIONAL SUMMARY

Results-driven professional with over 12 years of experience in account management, sales, business development, and marketing. Proven success in building strategic client relationships, driving business growth, coordinating cross-functional projects, and delivering exceptional client experiences across corporate and professional services environments.

KEY ACHIEVEMENTS

- Recognized as the Best Performer – Sales, Account Management & PR (2025) for driving business growth through exceptional client relationship management, strategic business development and sustained revenue growth.
- Generated USD 1.2 million in new Monthly Recurring Revenue (MRR) by acquiring 25+ enterprise clients through strategic sales of digital marketing and technology solutions. (2025)
- Managed a portfolio of 40+ key client accounts, maintaining a 96% client retention rate while driving a 27% increase in cross-selling opportunities through strategic account management (2024–2026)

CORE COMPETENCIES

Account Management, Digital Marketing, Sales, Business Development, Client Relationship Management, Customer Success, Stakeholder Management, Contract Negotiation, Client Onboarding, CRM Management, Project Coordination, Team Leadership, Proposal Development, Performance Reporting, Data Analysis, Administration & Office Coordination

DIGITAL & AI TOOLS

Claude, Chat-GPT, Gemini, Canva, Prezi, Google Analytics, Search Console, Looker Studio, SEMrush, Ahref, Screaming Frog, Moz, Meta Ads Manager, Google Ads, Keyword Planner, Go-High Level, Figma, Asana, Slack, Microsoft 365, Zoho CRM, Wix.

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant

July 2026 – Present

JP Franklin Group | Auckland, New Zealand

- Managing end-to-end Meta and Google Ads campaigns across construction, cabins and other e-commerce brands, driving lead generation, conversions and revenue growth.
- Transformed underperforming construction and roofing advertising campaigns, achieving up to 36x ROAS within three months through strategic optimisation, audience targeting and data-driven decision-making.
- Contributed to 62% revenue growth through targeted digital marketing strategies, lead generation and continuous performance optimization.
- Collaborating on AI-driven automation initiatives, including GoHighLevel CRM workflows, Meta Ads analytics, performance dashboards and AI-powered quoting and invoicing tools to streamline business operations and improve efficiency.

Account Manager

Jun 2024 – May 2026

eMarketingEye (Pvt) Ltd | Colombo, Sri Lanka

- Managed a portfolio of 40+ high-value local and international client accounts, delivering strategic account management, business growth and exceptional client retention.
- Identified and converted new business opportunities while driving upselling and cross-selling through digital marketing and technology solutions, including Website Development, SEO, PPC, Social Media Marketing, GA4, GEO, and in-house travel and hospitality solutions.
- Served as the primary point of contact for client accounts, proactively resolving emerging challenges and ensuring long-term client retention and account growth.
- Developed and presented performance dashboards during regular client meetings and account reviews, providing data-driven insights and strategic recommendations based on campaign performance, market trends and competitor analysis to drive continuous account growth.
- Prepared proposals, quotations, and performance reports while maintaining accurate CRM records and regularly updating CMS platforms.
- Represented the company at local and international trade shows, conferences and networking events, strengthening stakeholder relationships and supporting business development initiatives.

- Collaborated with cross-functional technical, creative, and marketing teams to coordinate project delivery and ensure successful implementation of digital solutions.
- Facilitated client onboarding and delivered comprehensive product training, ensuring clients successfully adopted and maximized the value of digital marketing solutions.
- Mentored and supported my team while contributing to continuous process improvements across the client services team.

Manager Strategic Marketing

Dec 2023 – May 2024

The Code Desk (Pty) Ltd (Fully Owned Subsidiary of Medfuture, Australia) | Colombo, Sri Lanka

- Developed and executed strategic marketing plans to drive client acquisition and revenue growth for the digital solution provider.
- Strategically planned and promoted customized digital transformation solutions such as Web, SEO, Content Marketing, social media, and other digital solutions to align with the clients' requirements.
- Managed a team of sales and marketing professionals to facilitate effective client onboarding and enhance overall team performance.
- Managed a portfolio of 20+ leading medical and healthcare companies in Australia and New Zealand.

Manager Strategic Relationships

Apr 2022 – Dec 2023

InspireX Digital (Pvt) Ltd | Colombo, Sri Lanka

- Successfully onboarded 30+ hotels onto Niwadu.com, the company's proprietary Online Travel Agency platform, while managing 20+ client accounts delivering Website Development, SEO, and digital marketing solutions through a revenue-sharing model.
- Led and mentored a team of 6 Sales and Account Management professionals, driving team performance, achieving sales targets, and fostering a high-performing, customer-focused culture.

Teacher and Subject Coordinator

Feb 2018 – Apr 2022

Lyceum International School | Ratnapura, Sri Lanka

- Served as Subject Coordinator for Business Studies across a network of 10 schools, authoring the middle school Business Studies textbook while leading curriculum development and supporting students as both a Subject and Class Teacher.

Assistant Manager – Human Resources

Apr 2017– Feb 2018

Arya Hospital (Pvt) Ltd | Ratnapura, Sri Lanka

- Managed the full spectrum of HR functions, enhancing recruitment, talent retention, employee engagement, and salary processing, including EPF payments.

Administrative Executive

Aug 2016 – Mar 2017

United Motors Lanka PLC | Colombo, Sri Lanka

- Managed the end-to-end administration of digital customer enquiries for the Glory SUV range, from enquiry creation through to invoicing, ensuring timely processing.
- Liaised with international principals and suppliers to coordinate vehicle stock reservations and maintain effective communication throughout the procurement process.

Human Resource Advisory Associate

Aug 2015 – Jan 2016

Ernst & Young | Colombo, Sri Lanka

- Conducted detailed research and analysis to support client advisory projects for Sri Lanka's major conglomerates.
- Maintained organized documentation and supported project coordination in a fast-paced professional services environment.

Intern - Sales and Administration

Jun 2014 – Jan 2015

Associated Motorways (Pvt) Ltd | Colombo, Sri Lanka

- Partnered with the marketing team to create promotional materials and execute marketing campaigns, enhancing brand visibility for Yamaha and the Nissan range.
- Facilitated sales operations by processing invoices and maintaining accurate records to ensure smooth transaction flow.

EDUCATION

- Master of Management (Current) | ICL Graduate Business School, Auckland, New Zealand
- Bachelor of Science (Honours) in International Management & Business | University of Plymouth, United Kingdom – 2015 – **First Class**

ADDITIONAL INFORMATION

Eligible to work in New Zealand (Student Visa – up to 25 hours per week, valid until December 2027)