



SHEHARA ELENA MEADOWS

✉ shehara.meadows@gmail.com

☎ [+94] 77 5234 534

📍 Colombo,
Sri Lanka

🏳️ Nationality: Sri Lankan

👤 Age: 33 years

PERSONAL SUMMARY

A marketing professional with over 10+ years of experience across all key functions of marketing, including, brand communication, marketing management, market research and customer relationship management with strong skills in creative and content writing, digital marketing and advertising.

SPECIALIZED SKILLS

- Marketing Management
- Content Creation
- Brand Storytelling
- Public Relations
- Market Research
- Stakeholder Management
- Effective Communications
- Digital & Social Media Marketing
- Integrated Marketing

PROFESSIONAL EXPERIENCE

MANAGER CORPORATE COMMUNICATIONS

JAT Holdings PLC - May 2021 to date

Responsible for planning, developing and executing the JAT corporate brand building and communication initiatives for the group as well as for the planning, management and execution of the brand plans for the JAT furnishing brand portfolio including planning and execution of market research studies to capitalise on insights generated through research to support strategic decision making

- Successfully led the JAT IPO Project including the development and execution of the IPO comms and marketing planning whilst being responsible for the seamless execution and management of Corporate PR and brand image amongst the investor community. Contributed to the oversubscription of shares and generated funds exceeding LKR 2.3Bn from amongst 2000+ investors through the successful execution of corporate communications and marketing initiatives
- Contributed to the award entries for local and global awards resulting in the winning of over 10+ local and global awards between 2021-2023 in recognition of the company's brand and marketing efforts for WHITE by JAT emulsion paint brand, JAT corporate brand and Harris Rollers and Brushes by JAT
- Launched the first ever e-commerce site for ergonomic furniture in Sri Lanka - www.ergonomicsbyjat.com featuring world renowned brands such Herman Miller and Colan whilst driving engagement events and brand awareness initiatives for SEA luxury kitchens
- Manages an annual budget of LKR 8.4Mn towards a retail sales audit conducted to understand own brand and competitor market activity and provides insights for strategic decision making

MARKETING & COMMUNICATIONS CONSULTANT

Arinma Holdings - December 2019 to April 2021

Guiding and advising Corporate Communications on planning and executing the corporate communications plan and the Group's sustainability strategy for Arinma Holdings

- Spearheaded a complete brand revamp for the Arinma Holdings Group, aligning the parent company with subsidiaries including the development of a synergistic brand strategy and guidelines

HEAD OF SALES & MARKETING (ARINMA HOLDINGS GROUP)

Spice Island (Pvt) Ltd - January 2017 – November 2019

Lead the sales and marketing function for the company including analysis, strategic planning and implementation of operating plans

- Guided and executed a complete brand revamp including developing a brand guide for Spice Island beauty brand, including the appointment of a brand ambassador and developing new marketing collateral such as brochures, brand videos and an e-commerce website
- Successfully launched the brand in Pakistan and in the Costco US website whilst maintaining a presence in India, Maldives whilst ensuring selective retail distribution in Sri Lanka
- Contributed towards new product development through the infusion of ideas based on global beauty trends and consumer insights. Launched an exclusive anti-ageing product for Costco US and for the luxury hotel amenities market in Sri Lanka and Maldives

ASSOCIATE PROJECT DIRECTOR

Kantar TNS – March 2015 – December 2016

Lead a team of qualitative researchers in conceptualizing and implementing qualitative research studies including business development to acquire new clients and to promote the proprietary research tools of Kantar TNS

- Completed over 50+ qualitative studies, moderating Focus Group Discussions and In-depth interviews using projective techniques to elicit consumer emotions and feelings, including analysis of qualitative data and presentation of findings supporting client's strategic business decisions

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<https://www.linkedin.com/in/shehara-meadows-hodgson/>

- Participated in qualitative training programmes and successfully completed a variety of qualitative research studies such as brand equity studies, customer and employee satisfaction, innovation and product development, Ad and packaging testing etc. using both traditional and digital qualitative tool

EXECUTIVE BRAND MARKETING | MARKETING EXECUTIVE

Cinnamon Hotels & Resorts – September 2011 – March 2015

An active member of brand marketing team involved in the planning and execution of integrated marketing communication campaigns to promote the Cinnamon brand at a Group level whilst assisting in the execution of the local marketing plan for Cinnamon Hotels & Resorts Sri Lanka

- Assisted in the launch of the Cinnamon lifestyle brand, working in close consultation with local and international advertising agencies and professionals in photography, advertising and branding to develop the brand identity and photography standards for the Cinnamon brand.
- Involved in the development of brand communication, including the creation of advertising material from the corporate level, including creative writing and ensuring final artwork is in line with brand guidelines
- Assisted in conceptualising events that promoted Sri Lankan tourism and the Cinnamon brand. Was involved in events such as the Miss France Tour, and Miss India Tour of Sri Lanka with Cinnamon Hotels and Resorts, as well as the first-ever Travel Bloggers Conference in Sri Lanka, TBC Asia organised by the Cinnamon brand marketing team.
- Wrote over 100 press articles for 8 Sri Lankan resorts to ensure at least 2 press articles per week. Developed content for advertisements, internal newsletters, resort brochures, and web and social media content for 8 Sri Lankan resorts
- Managed guest comments and complaints using reputation management tools, including coordinating media visits to properties to ensure consistent brand features and coverage. Was involved in the pre-launch and launch activities of new property launches such as Cinnamon Red Colombo, Cinnamon Wild Yala and Hikka Tranz by Cinnamon

CUSTOMER RELATIONS EXECUTIVE

Ceylinco Life PLC – October 2008 – June 2011

Servicing priority clients, initiating and implementing loyalty programs for high-net-worth clients, including leading a team of in-house researchers to carry out internal research

- Contributed to achieving the department revenue targets by servicing the company's high-net-worth clients, providing payment reminders and the activation of lapsed policies
- Initiating and implementing customer loyalty programs to ensure customer retention
- Headed a team of in-house researchers to initiate and carry out internal research on sales agent performance, customer satisfaction, competitor analysis etc

EDUCATION & QUALIFICATIONS

[2021] MBA (Marketing), University of Bedfordshire, UK

[2012], Professional Postgraduate Diploma in Marketing, Chartered Institute of Marketing – CIM
UK ACIM Qualified

[2008], Postgraduate Diploma in Marketing
Sri Lanka Institute of Marketing (SLIM)

[2005], GCE Ordinary Level Examination

CERTIFICATIONS

- Fundamentals of Digital Marketing, Google Digital Garage

OTHER INFORMATION

- **Memberships:** Member of the Chartered Institute of Marketing since 2008 (MCIM UK), Member of the Sri Lanka Institute of Marketing since 2006 (MSLIM)
- **Awards:** Sri Lanka Woman Leader, World Woman Leadership Congress and CMO Asia, July 2019, Best Student Marketing Planning SLIM – December 2007, Best Student Brand Management SLIM – June 2007
- **Languages:** English (native), Sinhala (native), Tamil (elementary)
- **References** can be provided on request