

Indika Ranasinghe

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Personal Profile

I am a Sri Lankan professional currently holding a three-year work visa in New Zealand, seeking an opportunity to grow within an organisation while contributing my skills in Procurement, Marketing and Retail shop management. I hold a Master of Business Informatics from ICL Graduate Business School (New Zealand) and a Master of Science in Strategic Marketing from Cardiff Metropolitan University (United Kingdom), combining strong analytical capability with commercial and operational experience.

Key Skills

- Managed end to end purchasing, including planning, sourcing, negotiation, and ensuring timely supply.
- Maintained inventory through stock monitoring, sales analysis, and effective stock rotation.
- Built and managed supplier relationships to ensure quality, reliability, and competitive pricing.
- Ensured compliance with food safety, quality standards, and documentation requirements.
- Worked with internal and external teams to align purchasing with business and customer needs.
- Forecasting and data analysis to support demand planning and decision-making.
- Procurement and negotiation skills to achieve cost-effective purchasing outcomes.
- Strategic planning and business insight to support organisational goals.
- Experienced in ERP-style procurement systems with hands-on involvement in system development, quick to learn new platforms such as SAP and other digital tools.
- Advanced Excel capabilities with strong data analysis skills to support cost control, supplier evaluation, and purchasing decisions.
- Progressed from Shop-in-Charge to managing the administration network of 18 chocolate retail outlets, overseeing operations, staff performance, inventory management, and sales growth.

Employment Summary

Food Partners LTD, (Patties Food Group), NZ

Nov.2025 – Present

Process Room Assistant

- Assisting in the preparation and handling of raw ingredients, monitoring production lines and ensuring quality control standards
- Collaborating with team members to meet production targets and deadlines
- Maintaining records of production activities and materials used
- Ensuring food safety standards and quality control procedures are consistently followed.

Minta Property Management Ltd, Auckland, NZ

March 2024 – October 2025

Operations Supervisor

- Responsible for operations, distribution and team coordination.
- Schedule services, train and monitor staff
- Conduct site inspections and supervised final job completion
- Strengthened organizational and leadership skills with New Zealand working environment.

Family Movers PVT LTD, Auckland, NZ**May 2024 – October 2024*****Supervisor***

- Helped with quotations and supported operational work directly with the CEO.
- Coordinated vehicle fleet operations and scheduling.
- Supported and coordinated crews for professional residential and office relocations across Auckland.

Cocoa Wilds Chocolates, Auckland, NZ**May 2024 – October 2024*****Production Helper***

- Supported chocolate production, packaging and record keeping.
- Gained local FMCG production exposure and contributed to team efficiency.

Ansar Gallery, Qatar**2014 – 03months*****Purchasing Supervisor***

Ansar Gallery is a major retail and supermarket chain in Qatar, part of the Ansar Group of Companies. It operates large department stores and supermarket sections offering a wide range of products including groceries, fashion, electronics, home furnishings, beauty products, and household goods all under one roof to meet everyday shopping needs. Known for its variety, value, and comprehensive shopping experience, Ansar Gallery serves diverse customer groups and families across multiple locations in Qatar and the wider GCC region.

- Managed category buying, stock control, and supplier relationships for the fresh produce division

Ceylon Chocolates Limited, Sri Lanka**February 1997 – March****2024**

Ceylon Chocolates Limited is one of Sri Lanka's leading companies in the confectionery and chocolate manufacturing industry. The company is the only Sri Lankan chocolate manufacturer that follows a complete bean-to-bar process, controlling the entire production cycle from cocoa bean sourcing to finished chocolate products. With well known brands such as Kandos and Delta, the company serves the local market with a strong focus on quality, innovation, and authentic Sri Lankan chocolate craftsmanship.

As a Marketer

- Lead and direct the overall marketing function by providing strategic guidance and vision to drive the organization's marketing effort with a 5% increase over 5 years
- Improved brand visibility by 20% through integrated marketing campaigns (ATL and BTL).
- Increased market share by 3–5% within key product categories. (Coco butter and Non-coco butter products)
- Enhanced customer engagement by 25% through targeted promotions and activations.
- Led the expansion of the retail shop network from 7 to 18 outlets, resulting in a 4x revenue increase and enhanced brand visibility.
- Led market research to identify market gaps, resulting in the successful launch of over 100 product variants for targeted segments.
- Improved campaign effectiveness, increasing customer reach by 15–20%.
- Introduced digital marketing initiatives (social media, online promotions), boosting engagement by 30%.
- Managed brand activities contributing to 8–10% growth in brand sales.
- Improved packaging and product positioning, increasing shelf visibility by 15–20%.

- Coordinated promotional campaigns, boosting short-term Kandos shop retail seasonal sales by 10–18%.
- Developed and implemented brand guidelines while maintaining consistency across all channels, improving brand recognition by 15%.
- Worked closely with sales team and agencies, improving distribution reach by 10%.

As a Purchaser

- Achieved 8–15% cost savings through supplier negotiations and alternative sourcing.
- Reduced inventory holding levels by 10–20% while maintaining supply continuity.
- Improved supplier performance and on time delivery rates to over 80%.
- Identified cost saving opportunities in packaging materials, reducing costs by 10–12%.
- Minimised stock variances and wastage by 8–10% through improved inventory control, specially on Aluminium foils and Wrappers.
- Assist in building and maintaining positive relationship with suppliers, negotiating terms and conditions and evaluating supplier performance
- Collaborate with finance, operations and other internal stakeholders to ensure purchasing activities aligned with organizational goals and requirements
- Identify potential supplies, compare prices and evaluate product quality to support informed purchasing decisions.
- Collaborated with finance, operations, and other internal stakeholders to ensure purchasing activities aligned with organizational goals and requirements.
- Managed purchase order processing, ensuring accuracy, timely delivery, and compliance with budget requirements.
- Acted as the nominated coordination point between the Marketing Manager and the Purchasing Department, ensuring close collaboration while managing day to day purchasing activities.
- Collaborated with internal stakeholders, including production, logistics, and finance teams, to ensure smooth procurement processes and timely delivery of goods.
- Visited and evaluated local and international suppliers, achieving 15–18% cost savings through improved material specifications.

Educational Qualifications

Master of Business Informatics

2024 – 2025

ICL Graduate Business School, New Zealand

10-14 Lorne Street Auckland

CBD Auckland 1010

The research project investigates how Artificial Intelligence (AI) driven marketing communications enhance customer engagement. It uses a phenomenological approach to understand how customers feel about AI digital marketing.

Master of Science in Strategic Marketing

2017-2018

Cardiff Metropolitan University, UK

Western Avenue, Cardiff Wales

Accredited by Chartered Institute of Marketing (CIM)

Studies include the followings,

- Understanding the Behavioural Elements of Marketing: Knowing Your Consumer
- Modern Market Research
- Polycentric Marketing Strategies: Going International
- Effective Advertising for Competitive Advantage

- E-Digital Marketing and Competitive Intelligence
- Academic Research for Business
- Dissertation

Institute of Supplies & Materials Management, Sri Lanka

1998-2000

275 OPA Bldg. Professional Centre

75 Prof Stanley Wijesundera Mawatha,

Colombo 7, Sri Lanka

Studies include the followings,

- Purchasing Principles & Practices
- Purchasing Management

Primary and Secondary Education

1991 – 1995

G.C.E. Advanced Level and G.C.E. Ordinary Level

Holy Cross College, Kalutara, Sri Lanka

References

Upon request