



## Dharshana Dunuweerage, ACIM

Marketing Specialist | Hospitality, Events & Tourism  
Ras Al-Khaimah, United Arab Emirates

### Professional Summary

Marketing professional with over four years of experience in hospitality, tourism, events, and brand-led marketing. Expert in digital marketing, social media strategy, content creation, PR coordination, and cross-functional collaboration. Proven ability to drive engagement, brand visibility, and measurable commercial results.

### Professional Experience

#### Marketing Executive – Minor Hotels

*Nov 2024 – Present | Ras Al-Khaimah, UAE*

- Lead multi-platform social media strategy (Instagram, Facebook, LinkedIn, TikTok).
- Launch and grow TikTok channel to increase reach and engagement.
- Plan and optimise Meta ad campaigns to improve ROI.
- Manage influencer partnerships, UGC, and monthly content shoots.
- Support resort rebranding and Minor Hotels Masterbrand initiatives.
- Execute seasonal marketing campaigns and PR collaborations.
- Manage website updates, SEO, email marketing, and restaurant promotions.
- Cross-trained in E-Commerce including GA, SEO, PPC, SMA, and affiliate marketing.
- Track budgets, performance, ROI, and competitor activity.

#### Sales & Marketing Coordinator (Pre-opening) – Anantara Mina Al Arab Resort

*Nov 2023 – Nov 2024 | Ras Al-Khaimah, UAE*

- Generated leads and managed corporate, MICE, and group business.
- Secured major corporate accounts including L'Oréal, LG, Mubadala, Red Bull, and more.
- Supported proposals, contracts, presentations, and event coordination.
- Prepared BEOs, GIS documents, and post-event reports.
- Assisted with trade shows, roadshows, PR, media, and reputation management.

#### Cluster Sales Coordinator – Anantara & Avani Resorts

*Oct 2022 – Oct 2023 | Sri Lanka*

- Managed Indian MICE, weddings, and local corporate accounts.
- Coordinated site inspections, proposals, contracts, and rate negotiations.
- Generated sales reports and room blocks using OPERA PMS.
- Collaborated with marketing, revenue, finance, and operations teams.
- Analysed pickup reports and implemented proactive sales strategies.