

# Shanika Weragoda

## Senior Project Manager (CSM)

+94742722204 @ shany.wera@icloud.com www.linkedin.com/in/shany-weragoda Colombo, Sri Lanka

### SUMMARY

---

Currently based in Sri Lanka and open to remote or hybrid roles, I bring extensive experience managing B2B and B2C projects across Europe, the Middle East, and Asia. Led successful projects for international clients in fintech, automotive, healthcare, real estate, telecommunications, and professional services—working with notable telecom brands such as Citrix, Lenovo, VMware, Schneider Electric, Hitachi, Google, and Cisco. Worked with B2B marketing agencies on content-driven campaigns tailored to global audiences. Skilled in tools like Jira, Figma, Trello, Asana, Salesforce, ClickUp, MS Project, Google Analytics, Facebook Ads, Hootsuite, and LinkedIn Sales Navigator.

Fluent in Sinhalese, English, Italian, Spanish, and German, with strong leadership, communication, problem-solving, and stakeholder management skills.

### EXPERIENCE

---

#### Project Manager

##### Factor-y

09/2022 - 04/2025 Milan, Italy

Specialized in delivering enterprise solutions tailored to complex business needs, with a strong focus on identity management across B2B, B2C, and B2E scenarios, enterprise portals, and collaboration workflows. Expertise spans consulting and managed services for leading platforms such as OKTA, HCL Digital Experience, HCL Domino, HCL Connections, and Sumo Logic.

- Worked on HCL Software and Okta products
- Defined project scope, timelines, resource allocation and WBS definition
- Managed project budgets, track expenses, and report on financial performance
- Coordinated cross-functional teams (up to 25 team members) and stakeholders, managed daily Scrum teams
- Monitored customer health, proactively identify opportunities for upselling or cross-selling, and taken action to prevent churn by resolving issues and enhancing customer satisfaction.
- Quality assurance and testing (Functional and UAT)

#### Project Manager - Team Global Operations

##### Expandi Group

08/2019 - 09/2022 Strand, England

Specialized in AdTech, MarTech, and Managed Services, founded in 2000 by former HP managers with a vision for innovative B2B digital marketing. The company offers a cutting-edge marketing technology portfolio, including platforms like B2B Stars, Jabmo, AccountInsight, and Cyance, supporting global clients with intent-driven, account-based, and programmatic advertising solutions.

- Handled projects for Citrix, Lenovo, VMWare, Schneider Electrics, Hitachi, Google, and Cisco
- Managed project budgets, track expenses, and report on financial performance (PnL)
- Worked with the Design and Tech team on websites, portals, and assets creations, from the planning to the delivery of the project
- Anticipated and mitigate issues during the SW implementation
- Quality assurance and testing (Functional and UAT)
- Tools used: Salesforce, Hootsuite, Trello, Sprinklr, LinkedIn Sales Navigator, LinkedIn, Point Drive, Asana, and ClickUp

#### Project Manager

##### Publicis Sapient

09/2018 - 08/2019 Milan, Italy

Publicis Sapient is a global digital business transformation leader, helping organizations evolve through AI, data, and engineering by reimagining customer experiences and modernizing legacy systems. They deliver end-to-end digital solutions across industries such as finance, healthcare, retail, and telecom. Backed by partnerships with Adobe, AWS, Google Cloud, Microsoft, and Salesforce, they empower clients to scale and innovate with agility.

- Handled projects for Pirelli, COIMA, Auditel, and Visa
- Worked closer with the design team to create outstanding user experiences.
- Defined the vision, strategy, and product roadmap, prioritization of activities, and scoping out work with the delivery team
- Led Tech team and create websites from proposal to final testing
- Social media management and content curation for the partner Visa
- Tools used: Jira, Asana, Sprinklr, and Salesforce

## EXPERIENCE

---

### Internal Communication Specialist

#### International Federation of Arabian Horse Racing Authorities

📅 01/2018 - 09/2018 📍 Abu Dhabi, United Arab Emirates

The International organization for promotion of Horse Racing with Purebred Arabian Horses.

- Developed a variety of internal materials, including newsletters, memos, emails, intranet posts, and presentations
- Social media and website updates, content curation, and strategy
- Customer relationships management
- Event organization, press releases and web promotions

---

### Social Media Manager

#### CAIMI STUDIO Executive & Business Coaching - PNL - Professional Training

📅 05/2017 - 12/2017 📍 Milan, Italy

his business consulting firm has over 25 years of experience empowering executives and teams to improve performance, drive growth, and convert strategic opportunities into measurable outcomes.

- Ensured social profiles are completed with relevant SEO information
- Data mining and database enrichment
- Tracked KPIs such as reach, engagement, click-through rates, and conversions
- Tools used: Google Analytics and native platform insights

## EDUCATION

---

### Master's in Business Administration

#### Staffordshire University

📅 03/2023 - 04/2025

---

### Introduction To Data Analytics Using Microsoft Power BI

#### Alison Courses

📅 05/2025

---

### Transformational Leadership

#### Alison Courses

📅 04/2025

---

### Diploma in Modern Project Management

#### Alison Courses

📅 10/2024

---

### Certified Scrum Master

#### Scrum Alliance

📅 11/2022

---

### Master's in Digital Media Management

#### Sole 24 Ore Business School

📅 2017 - 2018

---

### Bachelor's Degree in Languages, Media, and Communication

#### Università Cattolica del Sacro Cuore

📅 2013 - 2016

---

### High School Diploma in Economy and Commercial Services

#### Istituto Commerciale L.V. Bertarelli

📅 2008 - 2013