



DHILINA PERERA

Curriculum Vitae

(Currently in Qatar | Valid QID & NOC)

PROFESSIONAL PROFILE

Highly experienced and results-driven professional with over 20 years of expertise in operations management, business administration, branding, marketing, and sales. Demonstrated success in establishing and managing business ventures, overseeing day-to-day operations, and leading cross-functional teams. Proven ability in supplier coordination, contract management, procurement, and maintaining strong global business relationships. Skilled in financial planning, cost analysis, budgeting, and supply chain administration. Adept at implementing strategic initiatives, optimizing processes, and driving organizational growth with a strong commitment to efficiency, quality, and service excellence.

WORK EXPERIENCE

ADMIN SECRETARY | October 6, 2025 – Present

Euroshine International W.L.L., Qatar

- Manage daily administrative and secretarial operations to ensure smooth office functioning.
- Handle official correspondence, emails, telephone calls, and document filing systems. – Coordinate meetings, appointments, and schedules for management.
- Prepare reports, letters, quotations, invoices, and other official documents.
- Maintain records related to HR matters, staff attendance, leave, and employer-related documentation.
- Liaise with suppliers, clients, and service providers for administrative coordination.
- Assist with basic accounting tasks, petty cash handling, and expense tracking.
- Support banking-related documentation, payments, and follow-ups when required.

DIRECTOR OPERATIONS | 2016 – 2024

DNC APPAREL SOLUTIONS (PVT) LTD, SRI LANKA.

- Managed daily operational functions within the department to ensure smooth workflow and productivity.
- Established OEM products under own brand and led promotional activities.
- Oversaw technical staff and arranged overseas training programs.
- Dealt with prominent brands, including HUGOBOSS, NEXT, DILLARDS, TOMMY HILFIGER, M&S, Mini Boden, TESCO, and NIKE.
- Organized local and international exhibitions to showcase products.
- Managed international supplier relationships with South Korea, China, Hong Kong, Europe and USA including contract negotiations and order finalizations.

CONTACTS

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Building 68, Flat R-104 Street 851, Zone 25

KEY SKILLS

Strategic Business Management
International Supplier Negotiation
Financial Planning and Forecasting
Product Costing and Pricing
Supply Chain Documentation
Branding and Marketing
Exhibition Organization
OEM Product Development
Team Leadership and Training
Stakeholder Relationship Management

GENERAL MANAGER – SWF | 2011 – 2016
SWF EMBROIDERY SOLUTIONS, SRI LANKA.

- Oversaw complete business operations, including sole agency representation for multiple apparel machinery brands.
- Led branding, promotions, and exhibition organization.
- Developed strong relationships with Chinese, Korean, Japanese, German, Swiss, Italian, and Hong Kong suppliers.
- Managed pricing, costing, petty cash, and employer-related issues.
- Dealt with banking operations, including loans, Letters of Credit (LC), and other transactions.

ASSISTANT MANAGER - APPAREL SOLUTIONS | 2003 – 2011
SINGER, SRI LANKA.

- Managed client communications and coordinated sales administration, including quotations, pricing documentation, and order processing.
- Planned and supported promotional and corporate events, ensuring smooth logistics and professional brand representation.
- Handled key operational documentation, including shipping documents, banking documents, invoices, and compliance records.
- Oversaw reporting activities such as financial summaries, sales records, after sales and operational performance tracking.
- Built and maintained professional relationships with international suppliers coordinating meetings, follow-ups, and business correspondence.
- Represented the company in overseas meetings and exhibitions, contributing to business development, signing contracts and partnership expansion.

PROFESSIONAL QUALIFICATIONS

- **ACCA (Association of Chartered Certified Accountants)**
Completed up to Level 2.3
- **Pursuing Master of Business Administration (MBA)**
Anglia Ruskin University - UK

ACADEMIC QUALIFICATIONS

G. C. E. Advanced Level Examination (Commerce Stream) | 2001
Examinations Department of Sri Lanka.

G. C. E. Ordinary Level Examination | 1998
Examinations Department of Sri Lanka.

DECLARATION

I hereby declare that the given information are true & correct to the best of my knowledge.



Dhilina Perera

LANGUAGE SKILLS

English : Professional Proficiency
Sinhala : Native Proficiency

PERSONAL DETAILS

Full Name : Nawagamuwage Dhilina
Chathuranga Perera
Date of Birth : 22/01/1982
Gender : Male
Nationality : Sri Lankan

ACHIEVEMENTS

Successfully negotiated contracts and agreements with suppliers in over 12 countries.

Developed and launched OEM products, promoting them under the DNC brand.

Established and managed an embroidery embellishment plant catering to global apparel brands.

Successfully initiated agricultural branding and product manufacturing for local farmers.

REFERENCES

Available upon request