



MADUSHA COORAY, MBA

9 WATERLOO, CANADA

CONTACT INFORMATION

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PROFESSIONAL AREA

MANAGEMENT CONSULTING SERVICES
BUSINESS/STRATEGIC MANAGEMENT
ENGINEERING, TECH

STATUS

I'M
LOOKING
FOR A
JOB

SALARY



CAD / ANNUAL

POSITION

WHERE I CAN...
SOLVE PROBLEMS
BUILD COOL PRODUCTS
& LEARN SOMETHING NEW

EDUCATION LEVEL

MBA

B. ENG

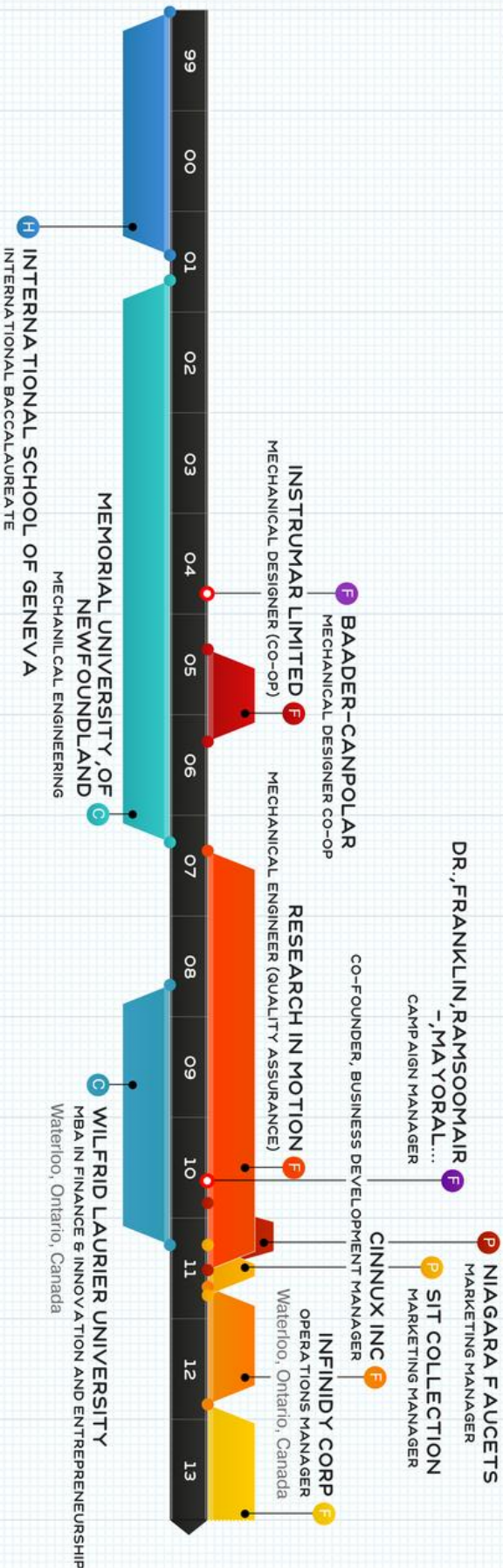
JOB TYPE

FULL TIME
PART TIME
CONTRACT

MOBILITY

READY TO
TRAVEL
RELOCATE

WORK



EDUCATION

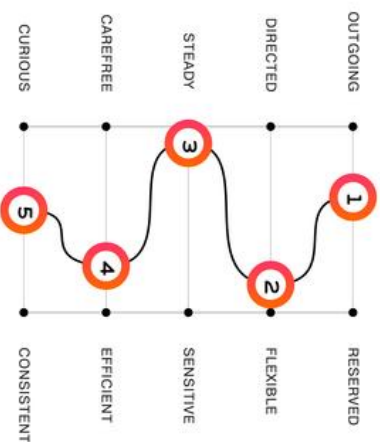
KLOUT

3 INFLUENCEES
SCORE 50

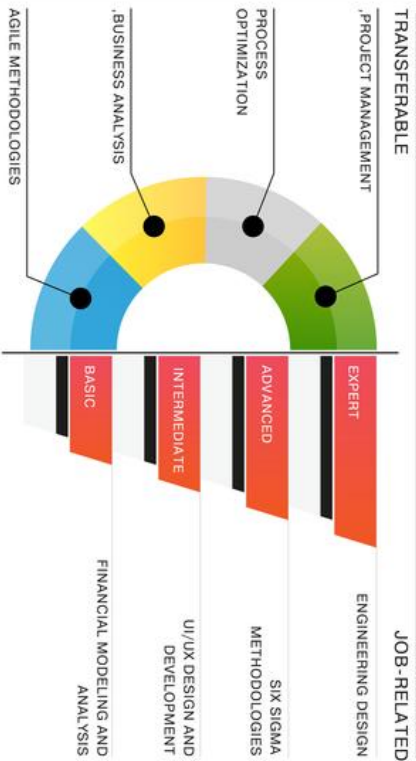
HOBBIES

- TEAM SPORTS
- ARTS AND CRAFTS
- ELECTRONIC HOBBIES
- TRAVEL

IDENTITY



SKILLS



Achievements & Honors Full-time Job Part-time Job High School College Other Educational Activities

MADUSHA COORAY, MBA, B. ENG

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Waterloo, ON N2V 2W6

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CORE COMPETENCIES

- Strategic Planning
- Competitive Intelligence
- Process optimization
- Project Management
- User Experience Optimization
- Graphic Design/Web Design
- Digital Marketing
- eCommerce
- Web/Mobile advertising

EMPLOYMENT

InfiniDy Corp., Kitchener, ON

December, 2012 – Present

Operations Manager/Lead Analyst (Mobile Games)

- Managed InfiniDy's cross-functional technical team to ensure projects are delivered within budget and on time;
- Partnered with the creative leadership in InfiniDy to optimize the trade-off between quality, time and cost for product issues while focusing on the company's business objective;
- Adopted company-wide best practices, technologies and tools for gaining efficiencies during product development;
- Designed, developed and maintained InfiniDy's web platform;
- Worked with developers and engineers to define and implement metric hooks and tracking tools for the product. The data was analyzed to drive intelligent decisions for optimization or new content development;
- Conducted extensive analysis and data investigation of KPIs from both performance based and marketing, in addition to analyzing how these factors influence each other;
- Optimize monetization by performing A/B and multivariate tests with support from the Analytics team;
- Published, designed and implemented metrics and reporting; including regular executive management reports, forecasting, presentations, robust excel based models, and other game evaluations;
- Managed pricing of virtual goods, track and optimize game economy, balance customer experience and revenue opportunities;
- Setup and ran numerous email marketing campaigns, and notification campaigns;
- Built strong, effective relationships with external business partners.

Niagara Faucets Inc., Waterloo, ON

2010 – May, 2013

Digital Marketing Manager (Part-time)

- Managed and coordinate all marketing, advertising and promotional activities;
- Conduct market research to determine market requirements for existing and future products;

- Analysis of customer research, current market conditions and competitor information;
- Develop and implement marketing plans, SEM/SEO strategies for new and existing products;
- Manage and launch a strategic, social media campaign;
- Monitor, review and report on all marketing activity and results;
- Setup and ran various email marketing campaigns;
- Implemented various web features and maintained the website (back and front end);

Cinnux Inc., Waterloo, ON

September, 2011 – November, 2012

Operations/Product Manager (Mobile Apps)

- In charge of the overall strategy, operations, business development and promoting Cinnux and its products;
- Developed short-term and long-term planning and budget development to support strategic business goals, financial oversight and monitoring;
- Directed and participated in acquiring, building partnerships and growth activities to support overall business objectives and plans;
- Managed and coordinated all digital marketing, advertising and promotional activities;
- Conducted extensive customer research, current market conditions, pricing and competitor information;
- Developed and implemented marketing plans and projects for new and existing products;
- Manage and launch strategic, social media campaigns.

QA GROUP, RESEARCH IN MOTION LTD., Waterloo, ON

2006 – July, 2011

Mechanical/Quality Engineer

- Worked closely with commodity managers and supplier quality engineers to ensure component quality and reliability;
- Accountable to support and coordinate supplier quality activities to deliver qualified parts from qualified suppliers to contract manufacturers;
- Collaborated closely with Design, Manufacturing and Supplier teams through the product's development cycle, to improve quality;
- Conducted material property testing and qualification for Smartphone materials including PCB's, components (BGA's/QFN's etc.), glass, and plastics;
- Evaluated the reliability of new material and technologies that can be used in smart-phones;
- Developed custom ad-hoc tests when a standardized test did not exist or was not applicable (ASTM/ISO);
- Participated in all prototype builds, prepared work instructions, built reports and communicated with suppliers for problem solving and process improvements;
- Metallurgical Quality work - qualification of manufacturing processes and products (including rework techniques) and failure analysis;
- Mechanical requests - metrology, tensile testing, shear testing, keypad testing;
- Developed and established manufacturing process and deliverables inclusive of process capability, standard time, process training and was responsible for conducting quality work for product ramp up and mass production at outsourcing sites;
- Point of contact for hardware and some software quality and reliability questions and concerns for mobile carriers;

- Monitored the hardware quality of hand-held products, field performance and service execution. Supporting quality processes for new product introduction and co-sponsor all quality reviews (internal and external);
- Conducted non-conformances, audit of consigned material. Responsible for driving investigation on customer complaints and elaborating formal responses. Worked with cross-functional teams on the implementation of containment, corrective and preventive actions, driving problem resolution to customer satisfaction;
- Worked closely with the operations team to drive continuous improvement activities such as process yield, manufacturing cost, process capability and production cycle time;
- Leveraged of Six Sigma for problem-solving, process improvement and best practices to achieve FY strategic objectives;
- Lead project team in Six Sigma project for improvement of tactile key response on BlackBerry devices;
- Developed new forecasting and processing methods that improved accuracy of projected workflow of requests that were flowing in to the Materials Interconnect Lab.

EDUCATION

- **Masters in Business Administration, MBA.** Wilfrid Laurier University, Waterloo, ON, 2011
Double major in Financial Management, Innovation and Entrepreneurship
- **Bachelor of Mechanical Engineering, B. Eng. (Co-op).**
Memorial University of Newfoundland, St. John's, NL, 2007
- **International Baccalaureate.**
International School of Geneva, Geneva, Switzerland, 2001

MEMBERSHIPS AND CERTIFICATES

- Six Sigma Green Belt Training
- Member of Communittech industry network