

Manjula Fernando, PhD

IT & Business Consultant | FinTech & Algo Trading Strategist
20+ Years Global Experience

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Attending GITECH Dubai 2025 – Open to Global Opportunities
Open to Relocation | Dubai or Global



SUMMARY

PhD-qualified strategist with 20+ years of international experience in IT, fintech, and business consulting. Blend of UK, US, and Asian career exposure with proven success in building ventures, scaling startups, and delivering digital and trading solutions. Skilled at applying AI, strategy, growth hacking, and technology to create sustainable business growth and high ROI.

CORE SKILLS

- Programming & Databases: Advanced SQL, SQL Server, C#.NET, HTML, JavaScript
- Web & CMS: WordPress, CMS customization
- FinTech & Trading: AI-Assisted Forex (DeepSeek API, LuxAlgo, ChatGPT), Prop Firm Models, MQL5 Programming
- Business Strategy: Strategic Management, Entrepreneurship, Client Relations, Growth Hacking
- Digital Marketing: SEO, PPC, Email Automation in Oracle Eloqua, Campaign Management

PROFESSIONAL EXPERIENCE - UK

Webmaster (B2C Sites) | Discover Travel & Tours | Worcester, UK | 2006–2007

- Promoted from IT Support & Development Executive.
- Built MyGroupTour.com (10,000+ pages) → Runner-up at 2007 Group Travel Awards.
- Coordinated outsourced teams & represented company at international travel exhibitions.

Analyst Systems Developer | Paragon Care Group | Lichfield, UK | 2004–2005

- Developed and implemented fleet management and recruitment software solutions.
- Provided IT helpdesk support and administered SunSystems and Earnie IQ.
- Trained staff members on the effective use of newly developed software systems

Junior Software Developer | Media Fusion | Middlesbrough, UK | 2004

- Built websites in ASP & ActionScript.
- Developed Bluetooth-enabled marketing solution (Java + MS Access)

Customer Service & Operations Assistant (Part-Time) | North Staffs Garage | Stafford, UK | 2003–2006

- Managed transactions & reconciliations with accuracy.
- Managed night operations and handled challenging customers with composure and strong communication skills.

SRI LANKA & GLOBAL ROLES

Associate VP – Digital Marketing | Copal AMBA (Acuity Knowledge Partners) | 2013–2015

- Managed email automation (Oracle Eloqua) & CMS projects for a \$300B+ US fund manager.
- Attended training at HQ in Seattle; collaborated with global US teams.

Senior e-Marketing Specialist | OrangeHRM | 2013

- Managed global SEO/PPC campaigns across 8 countries for OrangeHRM (HQ in New Jersey, USA).
- Drove significant international user acquisition growth.

Assistant Lab Administrator (Part-Time) | APIIT | 2022

- Supported IT labs, assisting students

ENTREPRENEURSHIP & FOUNDER ROLES

Founder | AI-Assisted EUR/USD Trading Desk | 2025–Present

- Developing proprietary AI-powered forex trading systems with institutional-grade accuracy.

Founder & Chief Strategist | BusinessSolutions.lk | 2023–2024

- Provided business & digital consulting for SMEs

Co-Founder & CSO | ICBM Campus | 2018–2023

- Scaled from zero capital into a profitable higher education venture with 500+ students

Founder & MD | WEBSI | 2015–2018

- Turned domain name investing into a profitable digital business.

Founder & MD | WebMaster Property | 2007–2012

- Built and monetized SEO-driven online ventures, generating steady AdSense income.

EDUCATION

- PhD in Strategic Management – IIC University, Cambodia (2020)
- BSc (Hons) in Computing Science – Staffordshire University, UK (2006)
- Diploma in Computing & IT – APIIT, Sri Lanka (2002) – 9 Distinctions
- EdExcel A/Levels - GIS, Colombo (2001) - Bs in Computing, Pure Maths, Applied Maths; C in Physics
- GCE O/Levels – Ananda College, Colombo (1998) – 7 Distinctions, Credit in English Literature

ACHIEVEMENTS

- Co-founded ICBM Campus → scaled to 500+ students and strong monthly profits
- Built award-winning MyGroupTour.com (10,000+ pages)
- Selected for SEARCC National Software Pool (2000)

INTERESTS

- Passionate about fitness, MMA, yoga, pickleball, and swimming, with a deep interest in travel and continuous personal growth.