

Bashitha Chamodya

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Summary

Digital marketing 7+ Years' of experience in developing e-commerce websites, email marketing campaigns, Social media marketing campaigns, seeking to leverage my digital marketing experience as a digital marketing specialist at LED Corner LLC. As of 01st of July 2020, I will be available for full-time employment.

Skills

Digital Marketing

SEO, Google paid ads, email marketing expert, SMM expert, Website Designing, Video marketing

Software Tools

Wordpress, Photoshop, Illustrator, InDesign, Lightroom, Premier Pro, After Effects, Adobe XD, FL Studio

Leadership Qualities

Effective communicator (English & Sinhala), Ability to teach & mentor, Decision-maker & problem solver

Education

Syracuse University | *Advanced social media strategy certificate*

Colombo, Sri Lanka | **2016 – 2017**

- Successfully completed ((ASMS) Certificate) course in Syracuse University. (Awarded by S.L. Newhouse School & Hootsuite media Inc.)

GCE A/L Exam (Senior High School) | **DMV College**

Colombo, Sri Lanka | **2011**

- All subjects are passed

GCE O/L Exam (Junior High School) | **DMV College**

Colombo, Sri Lanka | **2008**

- All subject are passed

Experience

LED Corner Trading LLC | *Digital Marketing Specialist*

Al Quoz, Dubai | **2020 – Present**

- The website of LED corner company has been converted to the e-commerce website. And have been improved to reach nearly 3,000 to 40,000 visitors per month. A such improvement of the indoor & outdoor sales of the company has been achieved though updating social media platforms and by the email campaigns

American Water System (PVT) LTD | *Digital Marketing Executive*

Colombo, Sri Lanka | **2014 – 2019**

- Assisted in the formulation of strategies to build a lasting digital connection with consumers.
- Planned and monitored the ongoing company presence on social media (Instagram, Facebook, etc.) Launched optimized online adverts through Google Adwords, Facebook etc., to increase company and brand awareness

Hatton National Bank PLC | *Marketing Executive*

Colombo, Sri Lanka | **2013 – 2014**

- Developed a detailed database of potential new customers for the business.
- Planned and implemented an annual marketing plan.

- Coordinated the sales team by managing schedules, filing important documents and communicating relevant information.
- Ensured the adequacy of sales-related equipment or material. Responded to complaints from customers, and extended after-sales support on request.
- Stored and sorted financial and non-financial data in electronic form and in on-going report.
- Handled the processing of all orders accurately, and timely Informed clients of unforeseen delays or problems.

Freelance Works | Digital Marketing & Graphic Design

City, State | 2014 – 2020

I have managed the following companies’ social media and online marketing platforms.

- | | | |
|---------------------------------|--------------------|--------------------------|
| ● Travel outlook (PVT) LTD | ● Navavi (PVT) LTD | ● Konsept Centro |
| ● MSA Travels & Tours (PVT) LTD | ● Nolte Sri Lanka | ● Exam Genius (PVT) LTD |
| ● EasyPay | ● Bubble Tea | ● CICRA Campus (PVT) LTD |
| ● The Manhattan FISH MARKET | ● CEAT | ● NKAR Booking |

Achievements

Digital Marketing Project

Creating and Promoting E-Commerce Websites. (<https://ledcorner.ae/>) Increase the limit of 3,500 average visitors per month to 40,000. Start working with Google merchant center,

Increased sales by 25% in American Premium Water over a six-month period, introducing New Digital Marketing strategies. Hosted by American Premium Water Successfully managed and led a CSR Project in Sri Lanka’s rural area.

Social Media Marketing Project

By Consultation with Exam Genius (PVT) Ltd, Presently over 7,000 downloads of the iGini mobile App. Has occurred within 3-months by the usage of solely social media marketing.

Business Improvement Project

I have done creating a Chat Bot for the American Premium Water Systems company Facebook page. With the introduction of a Chat bot, business transforms the term customer support. As per a report, 60% of customers said that they would prefer to communicate with companies having live chat support rather than other means of contact.

licenses & certifications

Campaign Manager Certification Exam By Google | Advanced Google Analytics Certificate of Completion By Google | Digital Marketing by HubSpot Academy | Digital Advertising by HubSpot Academy | Start Selling on Amazon - Semrush Certification by Semrush | Social Media Marketing: Strategy and Optimization By LinkedIn | Advertising on Instagram By LinkedIn | Improve SEO for Your Ecommerce Site By LinkedIn

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