

Bashitha Chamodya

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Summary

As a Digital Marketing Specialist with over 8+ years of experience in developing e-commerce websites, email marketing campaigns, and social media marketing campaigns, My skills in SEO, Google paid ads, email marketing, SMM, website designing, and video marketing, coupled with my proficiency in software tools such as WordPress, Photoshop, Illustrator, InDesign, Lightroom, Premier Pro, After Effects, Adobe XD, and FL Studio make me an ideal candidate for this role.

Furthermore, I'm currently immersing myself in the study of prompt engineering, which will enable me to participate in the latest technological revolution of AI. It's incredibly exciting to witness the tremendous success that this field is experiencing.

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

Exotic Luxury Holiday Homes Rental LLC | *Digital Marketing Specialist*

Palm Jumeirah , Dubai | **2021 – Present**

- Successfully created a new website to enhance online presence and provide a better user experience for customers.
- Developed and implemented a comprehensive social media marketing strategy, resulting in a significant increase in engagement and brand awareness across multiple platforms.
- Successfully joined 3rd party platforms such as Airbnb, Booking.com, Agoda, bayut, dubizzle, and propertyfinder to increase sales and reach a wider audience.
- Created high-quality videography and photography content to showcase the luxury holiday homes, resulting in increased bookings and revenue.

- Implemented new marketing strategies, such as targeted email campaigns and paid advertising, resulting in a significant increase in bookings and revenue.

LED Corner Trading LLC | Digital Marketing Specialist

Al Quoz, Dubai | 2020 – 2021

- 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.

My Beverage Marketing (PVT) LTD | Sales Coordinator

Gampaha, Sri Lanka | 2012 – 2013

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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Date