

SAMPATH HEWAGE

Creative Designer | Digital - Social Media Marketer | SEO



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PERSONAL PROFILE

As a versatile **digital content designer, web designer, graphic artist** and in the dynamic realm of **digital - social media marketing and SEO** based in Dubai.

I bring a unique blend of artistic vision and technical expertise to deliver compelling and innovative solutions for your online presence.

Click here for my [e-portfolio](#)

WORK EXPERIENCE



Digital Media Manager | LMS Administrator - Full Time
Eurasian Campus

January 2022 to November 2023 (1 year, 9 months)

- Administer and maintain the LMS platform, ensuring optimal functionality.
- Oversee the internal management system, ensuring seamless operation across departments.
- Develop and execute e-marketing strategies to promote campus events, courses, and initiatives.
- Social media content design for digital media promotions.
- Led and executed impactful email marketing campaigns and promotions.



Digital Marketing Executive - Full Time
Sky Tech Engineering (Pvt) Ltd

September 2019 to December 2021 (2 years, 3 months)

- Produced visually appealing e-catalogs for online distribution, showcasing products with engaging design elements.
- Developed printed product catalogs, ensuring a seamless transition from digital to physical promotional materials.
- Conducted regular analysis of key performance indicators (KPIs) to optimize marketing strategies and ensure maximum ROI.

EDUCATION

B.Sc. in ICT 2018

2nd Upper Class with 3.53 GPA
University of Sri Jayewardenepura,
Sri Lanka

Diploma In Graphic Designer & Desktop Publisher 2016

Distinction Pass

National Youth Services Council,
Ministry of National Policies and
Economic Affairs, Sri Lanka

Comprehensive Master Java Developer 2019

Completed with project
IJSE Institute of Software Engineering

PROFESSIONAL SKILLS

- Proficient in Adobe Creative Suite
- Skilled in leveraging Canva.
- Skilled in front-end development languages including HTML, CSS, and JavaScript
- Experienced with platforms like Hootsuite and Buffer.
- Skilled in using analytics tools such as Google Analytics.
- Well-versed in utilizing Mailchimp, Constant Contact, and SendGrid

PERSONAL SKILLS

- Creativity and Innovation
- Problem Solving
- Adaptability and Flexibility
- Organization and Time Management Skills
- Attention to Detail

Digital Marketing Executive Cont.

Sky Tech Engineering (Pvt) Ltd

- Collaborated with cross-functional teams to align digital initiatives with overall business objectives.
- Led successful email marketing campaigns resulting in improved open rates.



Demonstrator - Contract Based

Faculty of Graduate Studies - University of Sri Jayewardenepura
June 2018 to August 2019 (3 years, 5 months)

- Organizing committee member and media coordinator, International Conference on Multidisciplinary Approaches (2018-2019).
- Engaged in quality assurance activities for the faculty.
- Assisted in coordinating and conducting short courses.
- Provided academic assistance and resources to Students.
- Designed newsletters, brochures, and graphic materials.
- Led and executed impactful email marketing campaigns and promotions, optimizing strategies to drive engagement and achieve measurable results.
- Managed Learning Management System (LMS) in FGS



IT Assistant - Internship

Sky Tech Engineering (Pvt) Ltd

August 2017 to March 2018 (8 months)

- Designed and produced marketing materials including flyers, offering memoranda.
- Designed and produced e-mail blasts, invitations, announcements, presentation boards, maps, stacking plans.
- Updated company website with the latest information.
- Maintained complete documentation for client and project information (2D and 3D Models - AutoCAD)
- Configured hardware and software, set up peripherals, maintained, troubleshoot, and installed computing and network devices.

As a seasoned professional in the realm of social media content creation and advertising, I have successfully collaborated with various businesses and companies on a freelance basis. With a keen eye for visual aesthetics and a strategic approach to digital marketing, I've crafted compelling content that resonates with target audiences and elevates brand visibility.



Leon's Kitchen
Restaurant



Brando
Clothing Shop



Elaina
Family Restaurant



Taste Talk Food Corner
Health Food Shop



The Original Rocket Burger
Fast Food Restaurant

As a versatile freelancer, I specialize in designing covers, page layouts, and illustrations. With a keen eye for aesthetics and a commitment to delivering visually captivating designs, I've provided creative solutions that enhance the overall appeal of various projects.

Volunteer webmaster for [Diriyata Saviyak](#) Organization, a non-profit, overseeing website management to support and enhance online presence for charitable endeavors.

PROFESSIONAL QUALIFICATIONS

Google Digital Marketing & E-Commerce 2023

Professional Certificate

Google Career Certificates

Google IT Support 2023

Professional Certificate

Google Career Certificates

Search Engine Optimization (SEO) Specialization 2023

Certificate Course

University of California, Davis.

E-Marketing Specialization 2023

Certificate Course

University of California, Irvine.

Marketing And Communications 2023

Certificate Course

Certificate Id : **1191277-170-001-4889**
International Business Management
Institute
Berlin, Germany.

Social Media Marketing 2023

Professional Certificate

meta

Accomplishments

- [Social Media Management](#)
- [Introduction to Social Media Marketing](#)
- [Fundamentals of Social Media Advertising](#)
- [Measure and Optimize Social Media Marketing Campaigns](#)
- [Advertising with Meta](#)



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