



# Ashara Hasarangi

Content Writer

Success is a journey, not a destination.



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Badulla, Sri Lanka



VCreations.com



github.com/ashwebhoster



instagram.com/Ashi\_Yapa

## SKILLS

Adaptability to different writing skills

Strong research skills

Creating original and creative content

Creating a content strategy

Project Management

Website design

Communication and Presentation skills

## LANGUAGES

Sinhala  
*Native or Bilingual Proficiency*

English  
*Full Professional Proficiency*

## INTERESTS

Convert magical thoughts for interested words.

## EDUCATION

### Bsc ICT

Rajarata University of Sri Lanka

06/2019 - Present

### Diploma in English

Sabaragamuwa University of Sri Lanka

01/2017 - 01/2019

## WORK EXPERIENCE

### Content Writer

VCreations

02/2022 - Present

*Achievements/Tasks*

- Utilized WordPress and HTML to create optimized webpages for targeted keywords that improved website ranking by 75%.
- Generated content briefs for internal and external teams, developing an effective 3-day turnaround initiative for every campaign.
- Brainstormed innovative ideas for content briefs.

### Blog Writer

Typical Blogger

01/2020 - 01/2022

*Achievements/Tasks*

- Coordinated with marketing, design teams to ensure content materials adhered to business objectives
- Brainstormed innovative ideas for content briefs, reduced bounce rates on webpages by 50% and boosted organic traffic
- Analyze brand and industry trends to enhance customer engagement, resulting in 15% increase in repeat purchases

## PERSONAL PROJECTS

ashwebhoster (2023)

Vantage Restaurant (2022)

NAITA website (2019)

## ACHIEVEMENTS

Won the Award for best writer (2015)