

Ushan Dissanayake

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Overview

Creative marketer with hands-on experience in campaign development, demonstrated through a portfolio of spec ads for major brands. Skilled in both visual and written communication, with practical experience in industry-standard design, software and content creation.

Since August 2024 I have spent time working on my portfolio and produced a series of unofficial spec ad campaigns to show my production/marketing/copywriting ability:

- [Artisan Furniture company video ad](#) - Made with the aim of creating a sense of greater purpose when purchasing a product that supports developing countries and individual craftsmen.
- [Bershka billboard/poster ad](#) - To cultivate more visitors for Bershka's online store (Bershka.com).
- [Purell Instagram/Social Media Ad](#) - An experiment with fear appeal + solution pairing, using statistics to shock.
- [UberEats Social Media Ad](#) - To utilize situational marketing and gearing the campaign towards women.
- [Trailer for my hobby video game](#) - First part of the marketing campaign for a real world commercial product (video game)
- [Marketing email piece for my hobby video game](#) - Second part of the marketing campaign for a real world commercial product (video game).

I managed to get feedback about my portfolio from industry professionals from top companies such as **Wieden+Kennedy** and **Ogilvy**.

Skills

Writing | MS Office Suite, WordPress, Grammarly, Notion

Visual | Blender, Photoshop, Adobe InDesign, Adobe Animate, Adobe Premiere Pro

Data | Google Analytics

Experience

Splash Damage Games Work Experience *July 2024 (Week-long)*

- Learned about the many ways production is done in a creative company.
- Explored creative industry outlets such as design, art, software and accessibility.
- Gained industry knowledge from vetted professionals on a one-to-one basis.

BOH at Nando's (Back Griller & KP) *November 2023 - August 2024*

- Gained understanding of customer preferences and inclusion.
- Worked to improve efficiency in the kitchen and delivery process.
- Managed inventory and quality control, ensuring consistent brand standards.

Commis Chef at Square Grill Bath *April 2023 - August 2023*

- Led my own team with and coordinated with other sections.
- Developed solutions and recipes for peak-time customer satisfaction.

- Managed managerial and customer expectations in a high-pressure environment.

Front of House Staff & Kitchen Porter at La Terra Bath *August 2022 - December 2022*

- Handled customer satisfaction and day to day interactions.
- Managed and worked with other team members within the kitchen.

Freelance Software Developer for Cold Email Closers (Single project) *June, 2019 - July 2019*

- Practiced self organization and task management.
- Managed and communicated with the client regularly to ensure goals were being met.

Education & Certifications

[Google Course Certification](#)

- Foundations of Digital Marketing & E-Commerce

Bath Spa University, Bath *September, 2021 - June 2023*

- BA (Hons) Digital Animation

The Ravensbourne School, Bromley *September 2019 - June 2021*

- A-Level in Computer Science (Grade C) and History (Grade D).

Interests

Writing, Art/Animation, Film, Football, Game Development, Cooking, Bouldering.