

RANDIKA DILSHAN

A proactive and versatile Marketing professional with a strong background in brand support, campaign execution, and coordination. Highly skilled in managing workflows, liaising with internal teams, and ensuring project continuity. My hands-on experience in inventory management and providing excellent customer service makes me an ideal fit for the Brand Support role, where I can provide exceptional support across marketing, communication, and operations.

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Mt Wellington, Auckland 1060

(Work Visa, Partner of Student - Without Restrictions, Valid until January 23, 2027)

EXPERIENCE

Digital Marketing & Performance Strategist - EKWA, Canada (Oct 2024 - Present)

- Created and optimized Google Ads and Meta ad campaigns, improving CTR by 25% and reducing CPA by 30%.
- Coordinated and executed SEO strategies for clients increasing organic traffic by 30–60% within 3 months.
- Produced detailed marketing reports and insights to guide strategy.
- Collaborated with cross-functional departments to align brand messaging and deliverables.

Marketing Coordinator at Glamour Events NZ - Casual (Feb 2024 - Oct 2024)

- Coordinated multi-channel advertising campaigns across Facebook and Instagram achieving 30%+ engagement growth and a 45% increase in sales.
- Liaised with suppliers and brand partners to align on campaigns and marketing materials.
- Assisted in the designing creation of content for social media with Canva and Adobe Suite.

Webmaster - Executive; Client Website Creation - EKWA Marketing, Canada (2022 - 2024)

- Created client websites and updated content via CMS to ensure professional and consumer websites were current.
- Tracked website performance via Google Analytics and reported insights to the team.
- Managed all website content, ensuring data and messaging were accurate and up-to-date via CMS tools like WordPress.

Operations Coordinator - END FIRE (Pvt) Ltd (2018 - 2022)

- Managed inventory and stock in a high-volume retail environment, ensuring product availability.
- Provided fast and accurate service while collaborating with team members to ensure efficiency.
- Maintained a positive, solutions-focused attitude while quickly adapting to shifting priorities.

Digital Marketer & Content Coordinator - ColorPin (Freelancer) (2018 - 2022)

- Created marketing communications and digital content for B2B and B2C clients
- Built and sent email newsletters using Mailchimp, with a focus on clarity and engagement
- Managed content across social media platforms, including Facebook, Instagram, and LinkedIn
- Wrote newsletters, articles, and campaign copy tailored to target audiences
- Identified opportunities to improve content, delivery, and audience reach
- Managed a network of 50+ writers, artists, and marketers for branding and community engagement.

EDUCATION

- Bachelor of Commerce - Eastern University Sri Lanka
- Postgraduate Diploma in Marketing – Sri Lanka Institute of Marketing
- Qualified AAT Member – Association of Accounting Technicians
- Master Digital Marketing – LinkedIn Learning
- Advanced Google Ads – LinkedIn Learning
- Marketing Strategy: SEO Content Writing – LinkedIn Learning

SKILLS

- **Marketing & Brand Activities:** Campaign Management, Social Media Strategy, Content Creation, Analytics & Reporting
 - **Coordination & Organization:** Event Preparation, Project Management, Inventory & Stock Management, Deadline Adherence
 - **Customer Support:** Client Relations, Problem-Solving, Team Collaboration, High-Volume Environment Experience
 - **Platforms:** CMS, Google Ads, Meta, LinkedIn, Mailchimp, Adobe Suite, Microsoft Office
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REFERENCES

Available upon request.