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Top Skills

Social Media Marketing
Digital Marketing
Digital Media

Languages

Sinhala
Tamil
English

Nawran Nabawi

Manager - Content Marketing at MVIVO | Social Media Consultant |
YouTube Comedian
Sri Lanka

Summary

Content Marketing Manager and a YouTube Silver Creator Award Winner. #YouTube #Content

Experience

MVIVO

Manager - Content Marketing
March 2019 - Present (1 year 10 months)
Colombo, Sri Lanka

MVIVO is European stranded home building company in Sri Lanka. MVIVO designs and builds homes that last for generations. Harnessing European technology, MVIVO offers cost-effective and energy-efficient homes within an accelerated time-frame.

I was responsible for;

- Developed the MVIVO.lk website (Wordpress)
- Responsible for website maintenance
- Increased social media Follower growth
- Assist sales team in lead generation through targeted audience
- Responsible for re-marketing campaign via social media
- launched the online marketing strategy and grew contact database
- Maintaining all the lead records
- Analyzing all digital data
- Optimizing social media ads for the best outcome

YouTube

Youtube Partner
January 2015 - Present (6 years)

Awarded as the best YouTuber of the year 2016

Sri Lankan Best Content Creator for YouTube (2017 at NYDB Social Media Awards)

Elegant Media Australia

2 years 2 months

Content Marketing Manager

January 2019 - February 2019 (2 months)

Sri Lanka

- Responsible for planning, implementing and monitoring the company's Social Media strategy in order to increase brand awareness, improve Marketing efforts and increase sales.
- Increase the brand awareness on the targeted audience by identifying limits and pre-requirements.
- At Elegant Media, focusing as the leading Mobile Software Development Company in Australia deliver high value for the investment. Generate high-quality contents and keep the engagement in high level is key to success.
- Generate qualify leads through targeted remarketing campaigns for both Elegant Media and DreamJobs.lk.
- Responsible for app marketing tasks for customers projects regarding Social Media activities.

Digital Marketing Executive

January 2017 - January 2019 (2 years 1 month)

Sri Lanka

As a Digital Marketing Executive, I was responsible for,

- Effectiveness in creating customer engagement on social media awareness on brand and promotional messages.
- Web development and web analytics.
- Analysing the web data behavior and execute future campaigns.
- Content management, social media advertising, remarketing campaigns and google analytics behaviour and observation.
- Planning of digital marketing campaigns and social media ad campaigns (Facebooks ads, LinkedIn ads, YouTube ads)
- Organizing marketing online activities.

Achievements during Working period

- I was able to rank DreamJobs.lk website as #1 recruitment platform on Facebook, Instagram and YouTube.
- Working on DreamJobs.lk project and growing the Facebook page to 275,666 likes from 9,227 likes by end of 2017 as well as growing the Instagram page followers to 18,557 followers from 3 followers and on the same year grew YouTube channel subscribers to 6,767 subscribers from 0 subscribers.
- Driving 13% of web traffic into DreamJobs.lk website in 2017 via social media and increase up 30% social web traffic in 2018
- Worked on promoting DreamJobs.lk mobile app for job seekers and achieved the downloads over 5,000+ users from 5 downloads.
- By the end of 2018, I was able to grow the DreamJobs.lk page like to 472,980 from 275,666 likes, Instagram followers to 24,477 from 18,557 followers and YouTube channel to 10,711 subscribers.
- Created two high-quality ads for the DreamJobs.lk project promotes the brand online.
- Maintaining DreamJobs.lk project facebook page with over 200,000 reaches per week with Over 15,000 engagement per week.
- On 2017, Grew the Elegant Media Facebook page to 6,778 likes from 2,228 likes targeting Melbourne Australia and by end of 2018 to 8,800+ likes

Education

SLIIT