

SHAVEESHA RODRIGO

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"My goal as a **Digital Marketer**, is to execute comprehensive online marketing strategies that boost brand visibility and drive conversions. Skilled in managing diverse social media, client relations, PPC advertising, SEO, and email marketing, I craft engaging content, analyze metrics, and optimize strategies for success. Collaborating with clients, providing performance marketing, and utilizing tools like Google Analytics. I blend creativity, analytics, and adaptability to achieve measurable impact."

EXPERIENCE

Senior Digital Marketing Executive at Web Lankan Onsite | August 2024 - Present

- Conceptualizing and formulating digital marketing strategies for local and international clients, managing paid search advertising campaigns including campaign strategy, ongoing management, and reviews, formulating and implementing SEO campaigns for clients across multiple verticals and industries, meeting campaign objectives and KPIs such as revenue, ROI, etc, preparing monthly and ad hoc performance reports / presentations, end-to-end client communication.

Digital Marketing Executive at Web Lankan Onsite | December 2023 - August 2024

- Tailoring solutions to client demands, I integrated creativity and trends, social media management, PPC advertising and SEO for optimal outcomes. Maintaining proactive communication, I provided updates and addressed queries throughout projects. Consistently delivering high-quality work built lasting relationships, earning positive feedback and referrals.

SEO Executive at Imperial Edutech Onsite | June 2023 - Present

- Starting with keyword research for high-traffic terms and optimizing website content and structure to improve both search rankings and user experience. Implementing strategic link-building tactics drives organic traffic while monitoring website metrics and conducting A/B tests refines conversion rates. Collaboration with content creators ensures high-quality, SEO-optimized content.

Client Manager at Ladder Global Remote | March 2022 - April 2023

- Maintained positive client relationships, aligned strategies with client goals for satisfaction and growth, facilitated internal communication, identified upsell opportunities, promptly addressed concerns, monitored key metrics, and collaborated cross-functionally for business success.

Freelancer at WeAssyst Remote | August 2023 - December 2023

- I effectively communicated with clients, understanding their needs clearly. Collaboratively, I aligned project scopes and timelines, ensuring clarity.

EDUCATION

BSc (Hons) in Information Technology specialization in Interactive Media February 2020 - December 2023

SLIIT – Malabe

Postgraduate in Marketing Management July 2024 - Present

APIIT – Colombo

SKILLS

- **Social Media Management**
Ability to create, curate, and manage content across various platforms effectively.
- **PPC advertising**
Managing paid search advertising campaigns including campaign strategy, ongoing management, and reviews.
- **SEO Expertise:**
Proficiency in optimizing websites for search engines to increase organic traffic.
- **Client Handling & Communication**
Effective verbal and written communication to interact with clients, convey ideas, and negotiate terms.
- **Creativity & Innovation:**
Generating innovative ideas and solutions to deliver unique and engaging content or marketing strategies.
- **Proficiency in Digital Tools**
Familiarity with various digital marketing tools.

CERTIFICATION & COURSES

Certificate in Computer Science September 2019 - February 2020

NIBM

Google Cloud Fundamentals: Core Infrastructure Issued in June 2022

Coursera

SOCIAL LINKS

LinkedIn : [shaveesha rodrigo](#)

Facebook : [shaveesha-rodrigo](#)