



## CONTACT INFO

-  Tampere, Finland
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## LANGUAGE SKILLS

- Sinhala: Native
- English: Fluent
- Finnish: Very Little

## EXPERTISE

- WordPress
- Shopify
- Divi & Elementor
- Google Analytics & GTM
- Technical , On-page & Local SEO
- Google Looker Studio
- Figma & Photoshop

## MORE ABOUT ME



Visit my online CV by  
scanning the QR code  
to learn more about

# Prashantha Kumanayake

Web Designer & Digital Marketer

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/prashantha-kumanayake



## ABOUT MY CAREER

With over 10 years in freelancing, I've worked with clients worldwide, offering WordPress design, maintenance, and digital marketing to build their online presence. I'm passionate about SEO, client education, and hands-on learning, always eager to take on new challenges.

## WORK EXPERIENCE

### FREELANCE WORDPRESS WEB DESIGNER & WEB ADMIN 08/2014 - Present

*Fiverr , Local 9 Marketing-US , MDQ 33-Australia , YouBelongFineArt - US, YouthVille*

I've been working part-time in WordPress web design, maintenance, migration, and SEO, primarily using Divi and Elementor Pro for site design and Figma for prototyping. My experience includes developing both static websites and eCommerce sites using WooCommerce and Shopify.

### WORDPRESS WEB DESIGNER AND DIGITAL MARKETER 06/2021 - PRESENT

*10X Flow SEO, USA – Full Time Freelancer*

Designing and redesigning WordPress websites for clients, managing content publishing with on-page SEO, and overseeing technical SEO fixes. Responsible for GBP optimization, Google Ads management, and SEO data analysis using tools like Search Console, Ahrefs, and Google Analytics. Regularly produce reports with Google Looker Studio, identify trends, and provide strategic recommendations to the team.

### BUILDING AND RUNNING OWN ECOMMERCE STRUTUP 06/2011 - 01/2014

*BlueOpal.lk (07/2021 – 02/2022) – A Baby Essentials Store*

*& ClothDiaper.lk (02/2022 – 06/2024 ) –No. 1 Baby Cloth Diaper Retailer in Sri Lanka*

I developed and successfully sold two e-commerce brands in Sri Lanka. Managed all aspects of Shopify and WooCommerce sites, including social media, advertising, content creation, and daily operations. Over the course of both businesses, I handled more than 15,000 orders.

## ACADEMIC BACKGROUND

### Bachelor of Science - Physical Sciences 2015

*Universisty of Peradeniya , Sri Lanka*

### BCS Diploma in IT (By Examination) 2023

*British Computer Society ,UK*

### Bachelor of Engineering – Software Engineering Following

*University of Applied Scineces Tampere (TAMK)*

## CERTIFICATES

### Google Analytics Certification

Google SkillShop

### Google Ads Search Certificate

Google SkillShop

### Certificate in Technical SEO

Semrush Academy

### Master UI/UX in Figma

Udemy