



K. Minuka Sathviru De Silva



Contact me

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Address : 52, Lakshapathiya Road,
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email : desilvaminuka@gmail.com

Education

St. Sebastian's College, Moratuwa

Ordinary level - 4As' 4Bs' 1C

Advanced level - Awaiting Results(2024 exam)

Diploma in ICT at AIMS Campus (Present)

Work Experience

Creative Digital Marketing Trainee at Loku Business (Pvt) Limited (From Feb 2024-Present)

Experienced marketing professional skilled in planning, executing, and optimizing advertising campaigns across Facebook, LinkedIn, TikTok, and Instagram. Known for developing impactful ad creatives and multimedia content aligned with brand messaging through collaborative efforts with cross-functional teams.

Certificates

The Fundamentals of Digital Marketing

Google Digital Garage

Acquired expertise in essential digital marketing concepts. Proficient in online advertising, social media strategies, and analytics. Applied knowledge to create effective digital campaigns and enhance online presence.

Facebook Marketing for Beginners

Loku Buiness

Acquired foundational skills in crafting effective Facebook marketing strategies. Proficient in creating targeted ads, optimizing sales funnels, and understanding audience insights. Developed expertise in leveraging Facebook for business growth.

Social Media Marketing

Hubspot Academy

Attained experience on crafting impactful strategies for various platforms. Proficient in creating targeted content, optimizing engagement, and interpreting analytics. Developed expertise in leveraging social media for business growth and brand recognition, enhancing my digital marketing proficiency.

Front End Web Development

University of Moratuwa

Acquired comprehensive skills in modern front-end technologies. Proficient in HTML, CSS, and JavaScript to create responsive and visually appealing websites. Developed expertise in user interface design and optimized user experiences for web applications.

Diploma in Graphic Design

Alison

Proficient in industry-standard design software, skilled in visual communication, layout design, and digital media. Strong abilities in creating compelling graphics, branding, and user interfaces. Adept at conceptualizing and delivering impactful designs to meet creative and client objectives.



About Me

Enthusiastic and dedicated person with a genuine passion for Digital Marketing & Web Design. Successfully navigated the dynamics of teamwork through scouting, showcasing resilience and adaptability. Recognized for exceptional communication skills with two MUN awards, I bring a nuanced approach to conveying ideas effectively. As a School Media Personality, I honed creativity, transforming concepts into engaging content. Excited to merge these diverse experiences into collaborative success, contributing innovative solutions and a fresh perspective.



Personal Skills

- Adobe Photoshop
- Adobe Illustrator
- Sound Communication Skills
- Artistic Eye(Digital Artist)
- Teamwork Experience as a Scout
- Adaptability Skills
- Problem Solving Skills
- Critical Thinking and Analysis Skills
- Good Listener



Social Media



Minuka Sathviru De Silva



Minuka De Silva



Minuka_ds



Non Related Referees

Mr. Mahesh Dilhan Fernando

Teacher at St. Sebastian's College
0772544118

Mr. Rehan Perera

Digital Marketer at 4Axis Solutions
0769285258