PASI HATHURUSINGHE

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• Portfolio : https://pasindunayanajith.github.io/portfolio/

SUMMARY

Highly Analytical Software Engineer and Business Systems Analyst with proven expertise in Python, automation, and data design. This technical core and specialized Marketing Technology (MarTech) knowledge (Analytics, CRM, UX/UI optimization) is ideally suited for strategic roles in the UK Education/EdTech sector (e.g., Data Analyst, Business Analyst). This rigorous profile is uniquely enhanced by a creative background, including a First Division in Violin and skill in piano and original soundtrack production.

WORK EXPERIENCE   Jan 2023 - Nov 2025

Business Systems Analyst / Zoho Specialist (Freelance & R&D Projects)

United States Client

- Implemented and optimized the Zoho Software Suite, including Zoho CRM (Bigin), Zoho Tables, Zoho Sites, and Zoho Campaigns.
- Designed and managed relational databases in Zoho Tables for content, marketing, and R&D workflows.
- Led research and development (R&D) initiatives to enhance automation and process efficiency across systems.
- Conducted comparative research (WordPress vs. Zoho) to guide strategic platform decisions.
- Managed Google Analytics and Search Console for business intelligence and marketing analysis.
- Authored technical manuals, user guides, and process documentation for staff training.
- Designed and optimized websites and UX/UI for mobile-first experiences and performed A/B testing.

Key Skills: Zoho Suite (CRM, Tables, Sites, Campaigns, Email and Sales IQ), Microsoft Office Suite (Word and Power Point) ,Business Process Optimization, Data Analysis, Technical Writing, UX/UI Design, R&D Strategy, Wordpress

IT Consultant (Freelance)

UAE Client   **April 2023 - Nov 2025**

- Google Workspace Configuration for company domains, ensuring smooth setup and integration for business communication.
- Payment Gateway Installation and Configuration to support secure online transactions for client websites.
- On-Page SEO Optimization, improving website visibility and search ranking for better online performance.
- ·Cloudflare Integration, enhancing website speed, security, and reliability.

Key Skills: Cloudfare, Google Workspace, Payment Getway Setup, On Page SEO

Software Engineer (Freelance)   **Mar 2021 - Nov 2025**
France Client

- Developed email marketing automation tools and managed large-scale database systems.
- Designed and implemented database structures and optimization plans.
- Integrated multiple payment gateways, including MetaMask, PayPal, Neteller, AdvCash, Payeer, and Bitcoin.
- Built and maintained proxy management systems for secure data handling.
- Developed web scraping tools and backend automation using Python and PHP.

Key Skills: Python, PHP, Web Scraping, Database Design, API Integration, Payment Systems, Proxy Management, Automation, Mysql, JSON Extraction, Email & Phone Verification, Open AI Integration, Jupyter Notebook

Software Engineer Intern   **June 2017- Jan 2018**

Municipal Council Government, Kurunegala, North Western Province, Sri Lanka.
June 2017 – January 2018 (8 months)

- Developed cloud-based inventory system and gym management system as practice projects.
- Worked on data engineering tasks to support municipal operations.
- Conducted research on smart city development initiatives.
- Contributed to the Incident Management System during the COVID-19 period.

Key Skills: Software Development, Data Engineering, Research, Smart City Applications

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EDUCATION

Bachelor of Science Honours in Information Technology   **Aug 2018 - Oct 2023**
Sri Lanka Institute Of Information Technology : WGPA : 2.34

GCE Advanced Level (A-Level)   **2018**

Maliyadeva College Kurunegala, Sri Lanka
Subjects: Mathematics, Chemistry, Physics
Results: 3 S passes │ Common General Test : 60/100 │ Z-Score: 0.1417 │ Index No: 2578174

GCE Ordinary Level (O-Level)   **2014**

Maliyadeva College Kurunegala, Sri Lanka
Results: 5 A passes and 4 C passes
Subjects: Buddhism (A), Sinhala (A), Eastern Music (A), History (A), Health (A), English (C), Mathematics (C), Science (C), Tamil (C)
Index No: 42569168

Visharad in Violin   **2014**

Bhatkhande Sangeet Vidyapeeth, Lucknow, India
Results: First Division

RESEARCH PUBLICATIONS

A Decision Support System for Day-to-day Shopping Travel Scheduling
IEEE · Jan 13, 2023
https://ieeexplore.ieee.org/abstract/document/10009081

RESEARCH & INNOVATION PROJECTS
Smart Power Monitoring System using Octocoupler Technology Independent
Research Project – 2022-2023 Watch :
https://www.linkedin.com/feed/update/urn:li:activity:7288762463964041216/

- Developed a prototype device using Octocoupler technology to detect domestic power outages and monitor electricity consumption in real time.
- Designed an IoT-based alert system that notifies homeowners of power interruptions via WhatsApp and email.
- Created a mobile application to display which power source (grid or off-grid solar) is currently active within the household.
- Implemented energy tracking and cost analysis from multiple power sources, including off-grid solar systems, to calculate consumption and profitability.
- Applied knowledge of off-grid solar systems, including power source switching, load management, and energy efficiency optimization.
- Focused on smart home automation and renewable energy integration using limited resources.
- Collaborated with teachers and peers for guidance and testing during the research phase.

Technologies & Skills: Octocoupler Sensors, IoT Systems, Embedded Electronics, Off-Grid Solar Systems, Python, Mobile App Development, Energy Monitoring, Data Visualization

REFERENCE

Mr. S.M.B. Harshanath
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Department of Information Technology
Faculty of Computing - SLIIT
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Mr. Lance Fair
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