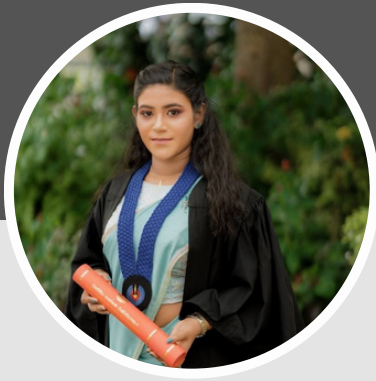


UPEKSHA JAYATHILAKA

MEDIA ARTS PRODUCTION TECHNOLOGY GRADUATE
DIGITAL MEDIA MARKETING & COMMUNICATION



CONTACT

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SKILLS

- Social Media Content Creation
- Audio Editing
- News Reporting
- Script writing
- Basic Digital Marketing Strategy
- Creative Problem Solving
- Leadership in academic group project
- Time management in deadline-driven media environments

SOFTWARE

- Adobe Audition
- Adobe Photoshop
- SoundForge
- Canva
- Adobe InDesign
- CapCut
- Microsoft Office

LANGUAGES

- English (Fluent)
- Sinhala (Fluent)
- Japanese (Basic)

PROFILE

I am a Media Arts Production Technology graduate with strong academic and practical experience in media production, digital marketing, journalism, and research. I have developed expertise in content creation, visual storytelling, and multimedia campaign planning. I am particularly interested in exploring digital media communication and audience engagement. I am seeking postgraduate study opportunities to expand my international academic exposure and research capabilities in media, communication, and digital culture.

EDUCATION

Bachelor of Technology in Media Arts Production Technology 2021 - 2025
University of Vocational Technology, Rathmalana, Sri Lanka

Degree Classification : **Second Class Lower Division**

Relevant Areas of Study : Media Production, Broadcasting, Audio Editing, Script Writing, News Reporting

Diploma in Digital Marketing 2025 - 2026
Belmont Institute of Higher Education, Sri Lanka

Diploma in Graphic Design 2025 - 2026
Belmont Institute of Higher Education, Sri Lanka

WORK EXPERIENCE

Intern | Production Assistant Mar 2023 - Jun 2023
Derana Macro Entertainment , Colombo , Sri Lanka

- Supported program production planning and studio coordination
- Worked with technical teams to ensure smooth recording and broadcasting processes
- Assisted in organizing production schedules and managing on - set requirements

Intern | News Reporter Mar 2023 - Jun 2023
Ada Derana , Colombo , Sri Lanka

- Assisted in researching, writing and reporting news stories for television broadcasting
- Participated in newsroom coordination and field reporting activities
- Contributed to script preparation and content development under editorial Supervision

Intern | Audio Editor Feb 2024 - Aug 2024
"Alpha U" Web radio, National Institute of Education, Sri Lanka

- Edited and mixed audio for radio programs and podcasts
- Operated digital audio workstations to maintain broadcast - quality sound
- Assisted in recording sessions and post - production processes
- Supported technical setup and broadcasting workflow coordination

EXTRACURRICULAR & ACADEMIC INTERESTS

- Communication for Social development
- Digital Media and Society
- Broadcasting and multimedia storytelling
- Youth engagement through digital platforms

PROJECT EXPERIENCE

Final Year Project (2024)

Digital Media Campaign for Glance Beach Guest House , Ahangama, Sri Lanka

- Developed and implemented a digital marketing strategy targeting social media audience
- Created multimedia promotional content including graphics and short - form videos
- Improved brand visibility and online engagement through platform - specific content planning

RESEARCH EXPERIENCE

Individual Research (2023)

Experimental Investigation of Social Media and Political Participation Among University Students

- Conducted an independent research study examining the influence of digital platforms on political awareness and participation among university students
- Collected and analyzed data to identify patterns in online engagement and civic involvement
- Produced a comprehensive research report discussing the social and communication impact of digital media
- Strengthened skills in academic writing, critical analysis, and research methodology

ACHIEVEMENTS

- Conducted an independent research study on social media influence and political participation among university students
- Developed and implemented a digital marketing campaign for a real tourism business client
- Selected for professional internship training at TV Derana, gaining newsroom and field reporting experience
- Completed six-month industrial training at Alpha U Web Radio in audio production and technical operations
- Demonstrated strong creative, research, and multimedia production skills through academic projects

REFEREES

1.Senior Lecturer Dilantha Rathnayaka

Dean, Faculty of Industrial Technology,
University of Vocational Technology, Sri Lanka
Email: dilantha@uovt.ac.lk

2.Lecturer Gayan Madushanka

Head Of the Department,
Department of Film & Television Production Technology,
University of Vocational Technology, Sri Lanka
Email: gayan@uovt.ac.lk