

Rajitha Fernando

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Date of Birth: July 22, 1978

Professional Summary

Seasoned Marketing Professional with over a decade of experience in digital marketing and brand management. Proven track record in driving business growth through effective SEO, SEM, and social media strategies. Adept at leveraging data-driven insights to optimize marketing campaigns and enhance brand visibility. Skilled in managing cross-functional teams and executing innovative marketing strategies.

Core Competencies

- Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Google Analytics
 - Social Media Marketing
 - Brand Management
 - Digital Campaign Management
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Professional Experience**Marketing Manager**

XYZ Corp, Kandy, Sri Lanka

2016 - Present

- Spearhead digital marketing initiatives, resulting in a 40% increase in online engagement and a 30% growth in lead generation.
- Develop and implement SEO and SEM strategies to enhance organic and paid search performance, improving website traffic by 50%.
- Analyze campaign performance using Google Analytics, providing actionable insights to optimize marketing efforts and achieve KPIs.
- Oversee social media marketing efforts, increasing follower base by 60% and driving higher engagement rates across platforms.

- Collaborate with cross-functional teams to align marketing strategies with overall business objectives and ensure cohesive brand messaging.
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Education

MBA in Marketing

University of Colombo, Sri Lanka

Skills

- SEO and SEM Techniques
 - Google Analytics and Data Analysis
 - Social Media Strategy and Management
 - Digital Marketing Campaigns
 - Brand Development and Management
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Professional Development

- Certification in Google Analytics
 - Advanced SEM Training
 - Social Media Marketing Workshops
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References

Dr. Sarah Thompson

Former Supervisor, XYZ Corp

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Mr. John Smith

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