





ISURU KUMARASIRI

DIGITAL MARKETING STRATEGIST

 Thewaththe, Mederigama Road,
Mawanella, 71500, Sri Lanka

 0702007415 (WhatsApp) / +60
1161693249 (Malaysia)

 12isurukumarasiri@gmail.com

ABOUT ME

Experienced Digital Marketing strategists adept at crafting and implementing impactful strategies to drive growth and brand visibility. Skilled in Ad campaigns on different platforms, content creation, social media management, and maintaining brand consistency. Passionate about staying ahead of industry trends to maximize marketing effectiveness.

PERSONAL DETAILS

Date of birth
22/02/1996

Nationality
Sri lankan

Marital status
Single

LINKS

GitHub:
<https://github.com/IsuruSahan>

LinkedIn:
<https://www.linkedin.com/in/isuru-kumarasiri-sahan-261b5817b/>

Behance:
<https://www.behance.net/isurukumarasiri>

LANGUAGES

ENGLISH

SINHALA

WORK EXPERIENCE

**REALDEALZ
INTERNATIONAL
SDN BHD**
Kuala Lumpur -
Malaysia
Jan 2024 - Present

VIRTUSA PVT. LTD.
Colombo
Jan 2022 - Jan 2024

BUILTAPPS
Kandy
Feb 2021 - Aug 2021

● Digital Marketing Strategist

● Associate Engineer - UXD

● Mobile application developer - Flutter

EDUCATION

**SRILANKA
INSTITUTE OF
INFORMATION
TECHNOLOGY**
Malabe
2022

● BSc. (Hons) in Information Technology Specialized in Interactive Media

SKILLS

● Proficient in lead generation across various platforms including LinkedIn, Google Ads, and TikTok.

● Skilled in content writing and proofreading to ensure high-quality, engaging materials that resonate with the target audience.

● Proficient in developing and executing social media marketing strategies.

● Strong ability to create engaging content for various social media platforms, including LinkedIn, Instagram, Twitter, and TikTok.

● Experience in graphic design, Video editing and creating artwork for social media platforms.

● Solid understanding of maintaining brand consistency and

integrity across digital marketing channels.

- Excellent content creation skills, including graphics, images, videos, and written posts.
- Proficient in using content calendar tools for scheduling and coordinating content publishing.
- Up-to-date knowledge of industry trends and competitors' activities.
- Excellent collaboration and communication skills.
- Experienced in User Experience (UX) design utilizing Figma to create intuitive and visually appealing interfaces. Proficient in frontend development technologies including HTML, JavaScript, Angular, and React JS. Skilled at translating design concepts into responsive and interactive web applications.

SKILLS

GOOGLE ADS



TIKTOK MARKETING CAMPAIGNS



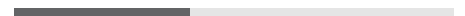
EMAIL MARKETING



VIDEO EDITING



LINKED IN MARKETING CAMPAIGNS



META ADS (FACEBOOK, INSTAGRAM)



GRAPHIC DESIGN



WEB DESIGN & DEVELOPMENT



PROJECTS

- **TikTok marketing campaign for RealDealz Financial consultation company based on Malaysia**
Successfully devised and implemented innovative strategies to promote financial consultation services, leveraging TikTok's platform to reach and engage with the target audience effectively. Demonstrated ability to drive brand awareness, generate leads, and enhance brand reputation through creative and impactful digital marketing initiatives.
- **Google ads Lead generation & Performance max campaign for RealDealz Financial consultation company based on Malaysia**
Successfully executed Google Ads lead generation and Performance Max campaigns for RealDealz Financial Consultation, a Malaysia-based company. Implemented targeted strategies to drive qualified leads and optimize campaign performance, resulting in increased client acquisition and revenue growth. Proven track record of leveraging Google Ads to maximize ROI and achieve business objectives in the financial consultation sector.
- **LinkedIn lead generation campaign for RealDealz Financial consultation company based on Malaysia**

Demonstrated expertise in leveraging LinkedIn's platform to target and generate leads. increased 25% professional leads for the company

- Updated & developed the company website with adapting google analytics and good user interface

- Designed all the Contents for marketing campaigns including digital posters and video's

COURSE

GOOGLE
May 2020

- Fundamentals of digital marketing