

Achala Nilan Ganegoda

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Skills

Digital Marketing | Social Media Strategy | Content Creation | SEO (Search Engine Optimization) | Google Analytics | Paid Campaigns (Facebook Ads, Google Ads, etc.) | Email Marketing | CRM (Customer Relationship Management) | WordPress Website Management | Shopify Development & Management | SEM (Search Engine Marketing) | Budget Forecasting | Campaign Optimization | Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Microsoft Office 365 | Data Visualization | Adobe Premiere Pro | Adobe After Effects

Professional Summary

Results-driven Digital Marketing Specialist with over seven years of experience in developing and executing integrated multi-channel marketing campaigns for B2B and B2C audiences. Expertise in paid social media advertising, Google Ads promotions, and performance measurement using Google Analytics and social media analytics tools. Proven ability to identify emerging trends and optimize campaigns for maximum engagement and ROI. Skilled in content creation and visual design using Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) to produce compelling marketing materials. Proficient in website management on platforms such as WordPress and Shopify, ensuring effective SEO practices and a seamless user experience. Strong communicator and collaborator dedicated to driving brand growth through innovative digital marketing strategies.

Professional Experience

Marketing Associate | NCS International Co. (Subsidiary of Guillevin International Co.) — Coquitlam, BC | 06/2023 – Current

- Developed and executed comprehensive digital marketing strategies, including social media content creation, email marketing campaigns, and website optimization, leading to increased brand awareness and engagement.
- Conducted detailed market research to identify trends and insights, reporting on key performance indicators (KPIs) to optimize campaign effectiveness.
- Implemented a cloud-based project management platform (Monday.com) to enhance collaboration and streamline workflow across multiple holding companies.

Marketing Lead | Star Globalfoods (Pvt) Ltd. — Pannipitiya, Sri Lanka | Jun 2019 – Nov 2022

- Designed and implemented comprehensive digital marketing strategies in collaboration with senior management, aligning initiatives with business objectives to drive growth.
- Spearheaded social media, content marketing, and omnichannel campaigns, enhancing brand consistency and audience engagement across various digital platforms.
- Managed and optimized the company website for SEO and user experience, leading to improved conversion rates and serving as a central hub for marketing efforts.

Marketing Executive | Star Dogs — Colombo, Sri Lanka | Jan 2017 – May 2019

- Executed integrated campaigns and optimized social media and SEO to enhance brand visibility and engagement.

Education and Certifications

Bellevue University — Bellevue, NE, USA
BBA in Business Administration and Marketing
May 2014

National Institute of Business Management (NIBM)
— Colombo, Sri Lanka
Advanced Certificate in Business Management
October 2010

Meta Blueprint: Associate in Digital Marketing (September 2022)

Google: Professional Certificate in Data Analytics (November 2022)

Google: Ads Search Certification (July 2024)

SEMrush Academy: SEO Fundamentals Certification (July 2024)