

Chamod Sandaru

Veyangoda, Sri Lanka | www.chamod.me | (+94) 71 484 1287 | [linkedin.com/chamodsandaru](https://www.linkedin.com/chamodsandaru)

SUMMARY

Senior Associate in Financial Marketing field for more than one year of time, Freelance Web Developer, and SEO Strategist for more than 4+ years, Email Marketing Specialist for more than 1 year. Currently working on Adobe Marketo, web Content management, consulting clients for SEO Strategies, managing developers with project management tasks, design email templates, work on audiences and manage email performance with providing new strategies to clients and generating reports as per their requirements.

SKILLS

Digital Marketing

Freelance SEO/ SEM Expert
Email Marketing
Web Accessibility Auditor
Email Analytics Reporting

Software Tools

Adobe Marketo, PowerBI,
MailChimp, Wave , Google Web
master, Wordpress, Yoast SEO,
WooCommerce, Ahrefs, Moz,
Visual StudioCode

Leadership Qualities

Training sessions for new joiners
regarding internal projects and tools.
Decision maker and problem solver
Ability to teach and mentor

EDUCATION

Asia Pacific Institute of Digital Marketing | *SEO Masterclass Program*

Colombo, Sri Lanka | 10.2021 – 06.2022

- Keyword research, Off page SEO, International SEO & Local SEO

ESOFT Metro Campus | *Diploma in Business Management* (UK, Pearson)

Colombo, Sri Lanka | 10.2021 – 06.2022

- MIS and ecommerce, Project Management, Strategic Management

ESOFT Metro Campus | *Diploma in Web Development* (UK, Pearson)

Colombo, Sri Lanka | 11.2014 – 05.2015

Front End Web Technologies, Multimedia Technologies, Back End web technologies

Rajarata University of Sri Lanka | *B.Sc.in ICT*

Mihinthale, Sri Lanka | 12.2014 – 01.2018

- GPA – 2.86 / 4.00
- Coursework – Project Management, E-commerce Marketing, Multimedia Technologies

EXPERIENCE

Acuity Knowledge Partners (Pvt) Ltd | *Senior Associate*

Colombo, Sri Lanka | 01.2023 – Present

- Develop and nurture a collaborative work environment conducive to digital marketing initiative.
- Coordinate and support external clients in the execution of their digital marketing tasks, ensuring alignment with project goals and objectives.
- Lead digital marketing efforts as an expert in Marketo and Epi CMS platforms, providing guidance and direction to team members as needed.
- Oversee and contribute to email marketing analytics and reporting activities, ensuring accurate and insightful analysis of campaign performance.
- Utilize statistical analysis to generate descriptive predictions for digital marketing projects, informing decision-making and strategy development using JIRA and Outlook
- Assign tasks according to the priorities of the team members using JIRA dashboards.

Global Publishing Services, HSBC | Web Production Officer

Colombo, Sri Lanka | 08.2021 – 12.2022

- Worked as, a Content Editor and Accessibility Auditor in project “Digital Workplace”
- Checking performance and accessibility issues, testing on Beezy
- Edit and manage content in HSBC public websites and ensure overall governance and integrity of content of websites (hsbc.com & About HSBC websites) and improve HSBC web presence
- Assist in maintaining & improving website metrics
- Managing tagging requirements (Tealium Certified)
- Create BAU checklist for Digital Workplace project and improved efficiency and Accessibility awareness of team

ESOFT Metro Campus | Lecturer in IT

Colombo, Sri Lanka | 07.2020 – 08.2021

- Managed and Coordinated 2 lab assistants, 3 assistant lecturers to create lecture materials and student time tables with the assistance of Department of English and Business management
- Determine customer metrics, create social media campaigns, generate extensive reports for decision making

PROJECTS

Design web projects, develop them and working on SEO/ SEM, analyze projects using google search console

- <https://www.miriswaththanenasala.edu.lk>
- <http://www.ceylonclassygems.com>
- <https://www.spicerepublicceylon.com>
- <https://www.inovatecheng.com>
- <https://www.gism.lk>
- <https://arutharesearch.org/>
- <https://kikibeauty.lk>

I hereby confirm that the information provided herein is accurate, correct and complete and that the documents submitted along with this application form are genuine.



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